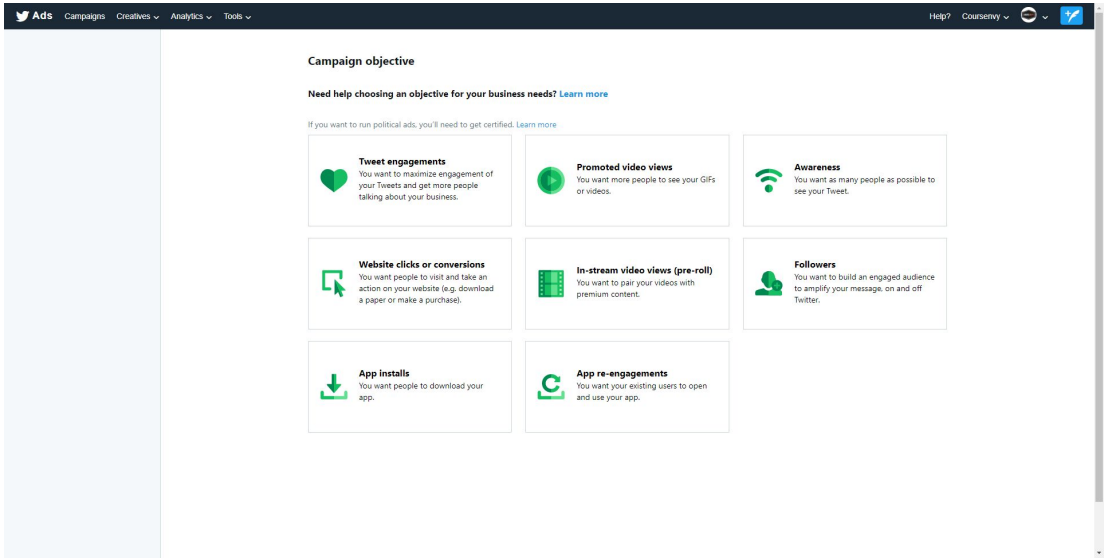
The Complete Twitter Ads Guide

Twitter Ads → Setup

- Go to ads.twitter.com
- Login to the Twitter account you want to link with your Twitter Ads account (i.e. **@coursenvy**)
- Click the “Go to Twitter Ads” button.
- Setup your Twitter Ads account, including country and time zone.

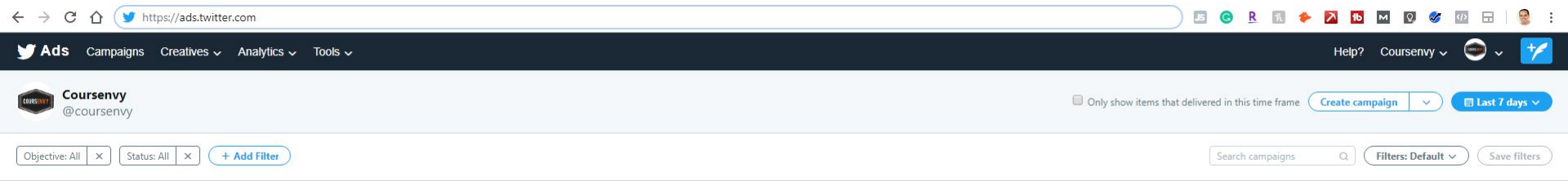
Twitter Ads → Setup

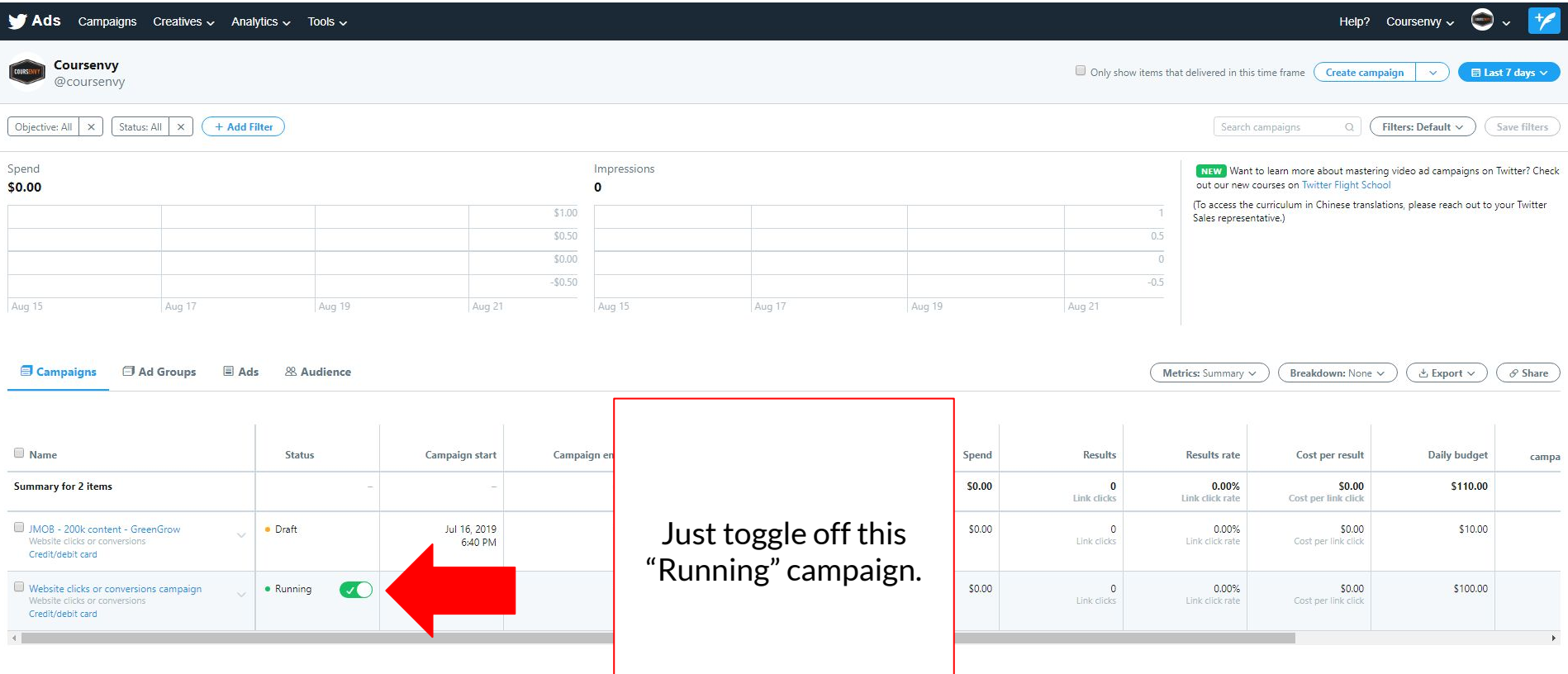
- You will then be redirected to a Twitter Campaign setup page.
- Select any Campaign Objective. Don't worry about creating the perfect ad. Simply make any selections and click your way through to the BILLING section.
- Complete your billing and payment information to create your first Twitter Campaign.

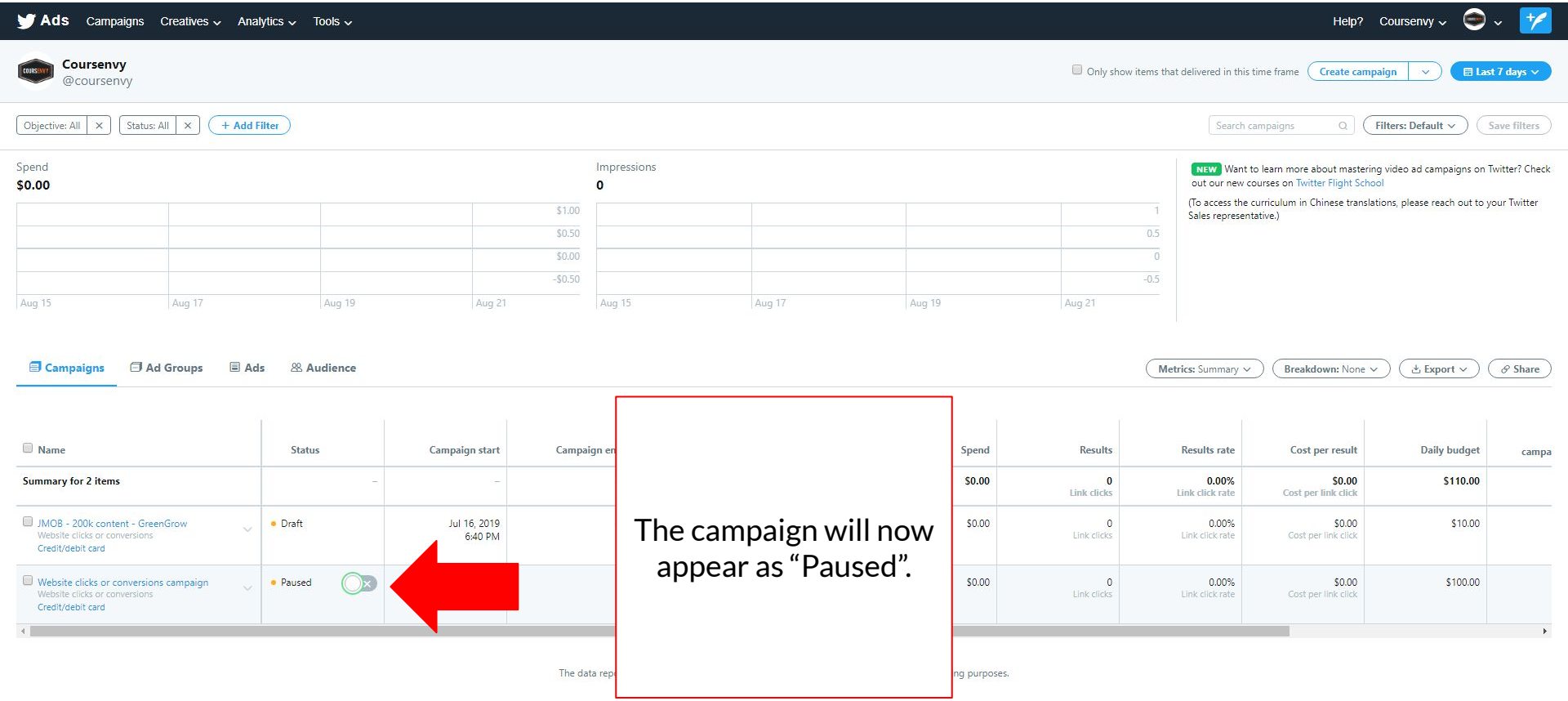

Ads
Campaigns
Creatives
Analytics
Tools
Help?
Coursenvy
Campaign objective
Need help choosing an objective for your business needs? Learn more
If you want to run political ads, you'll need to get certified. Learn more
Tweet engagements
You want to maximize engagement of your Tweets and get more people talking about your business.
Promoted video views
You want more people to see your GIFs or videos.
Awareness
You want as many people as possible to see your Tweet.
Website clicks or conversions
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).
In-stream video views (pre-roll)
You want to pair your videos with premium content.
Followers
You want to build an engaged audience to amplify your message, on and off Twitter.
App installs
You want people to download your app.
App re-engagements
You want your existing users to open and use your app.

Twitter Ads → Setup

- After creating your first Twitter ad, you will be redirected to your Twitter Ads Manager page.
- It is here you can toggle off this first campaign so it doesn't run.




Ads
Campaigns
Creatives
Analytics
Tools
Help?
Coursenvy
Coursenvy
@coursenvy
Only show items that delivered in this time frame
Create campaign
Last 7 days
Objective: All
Status: All
+ Add Filter
Search campaigns
Filters: Default
Save filters
Spend
$0.00
$1.00
$0.50
$0.00
-$0.50
Aug 15
Aug 17
Aug 19
Aug 21
Impressions
0
1
0.5
0
-0.5
Aug 15
Aug 17
Aug 19
Aug 21
NEW Want to learn more about mastering video ad campaigns on Twitter? Check out our new courses on Twitter Flight School
(To access the curriculum in Chinese translations, please reach out to your Twitter Sales representative.)
Campaigns
Ad Groups
Ads
Audience
Metrics: Summary
Breakdown: None
Export
Share
Name
Status
Campaign start
Campaign en
Spend
Results
Results rate
Cost per result
Daily budget
campa
Summary for 2 items
$0.00
0
Link clicks
0.00%
Link click rate
$0.00
Cost per link click
$110.00
JMOB - 200k content - GreenGrow
Website clicks or conversions
Credit/debit card
Draft
Jul 16, 2019
6:40 PM
$0.00
0
Link clicks
0.00%
Link click rate
$0.00
Cost per link click
$10.00
Website clicks or conversions campaign
Website clicks or conversions
Credit/debit card
Running
$0.00
0
Link clicks
0.00%
Link click rate
$0.00
Cost per link click
$100.00
The data rep
ng purposes.
Just toggle off this “Running” campaign.

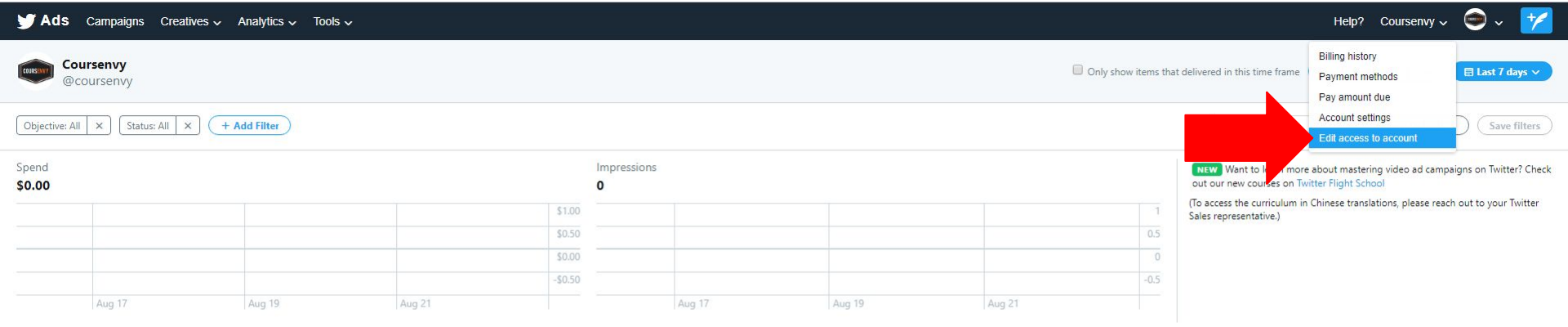


The campaign will now appear as “Paused”.

Twitter Ads Admin

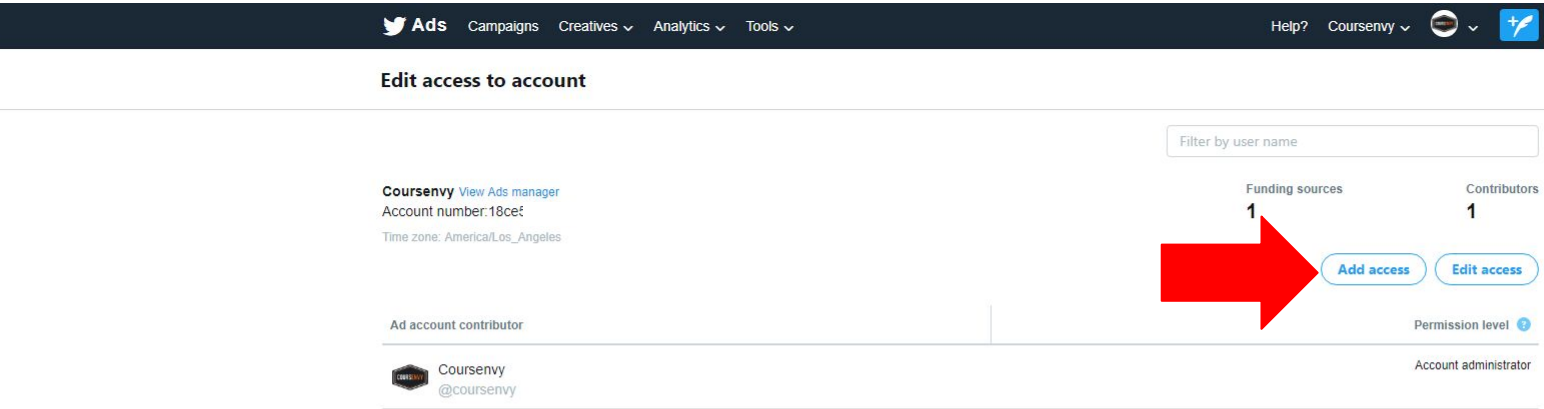
When you set up your Twitter ads account, your username will become the **Account Administrator** by default. This is the highest level of ads account access, which enables you to grant varying degrees of access to other Twitter users.

➢ In the top right corner, click the name of your Twitter ads account and select "Edit access to account" in the drop-down menu.



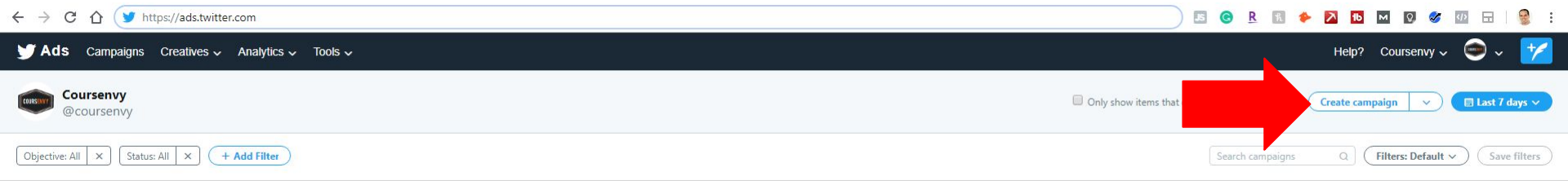
Twitter Ad Account Access

- As you add employees to your business or outsource your advertising work, you can add these workers via the “Add access” button.
- **Ad Account Access Levels and Permissions:** https://business.twitter.com/en/help/troubleshooting/multi-user-login-faq.html

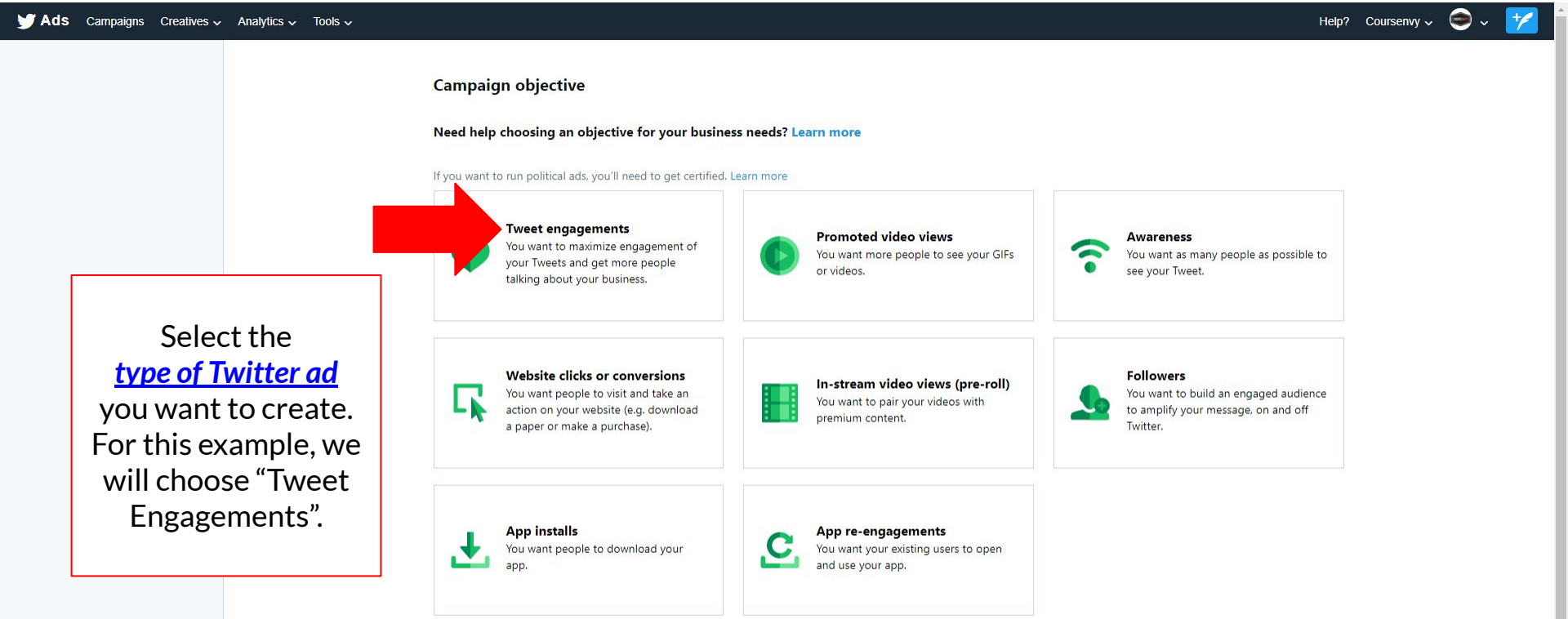


How to Create a Twitter Ad

- Navigate to ads.twitter.com
- To create a new Twitter Ad, click the **“Create Campaign”** button.



Step 1 → Campaign Objective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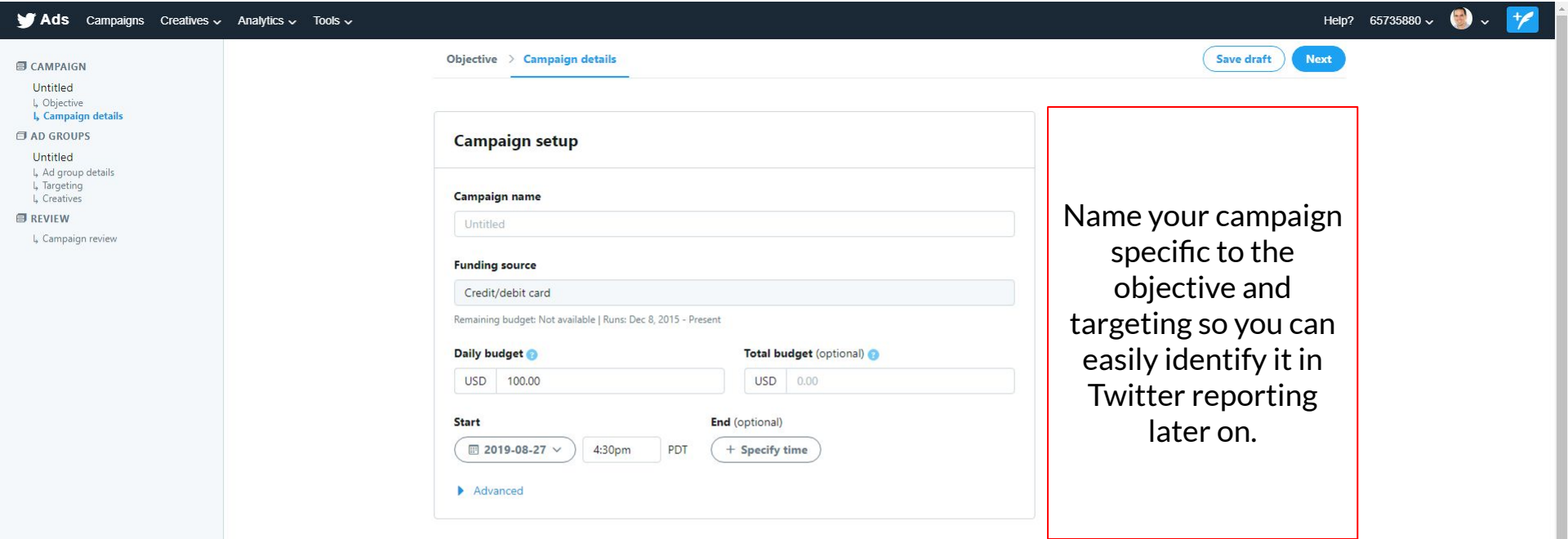
In-stream video views (pre-roll)
You want to pair your videos with premium content.
Followers
You want to build an engaged audience to amplify your message, on and off Twitter.
App installs
You want people to download your app.
App re-engagements
You want your existing users to open and use your app.

Select the *type of Twitter ad* you want to create. For this example, we will choose "Tweet Engagements".

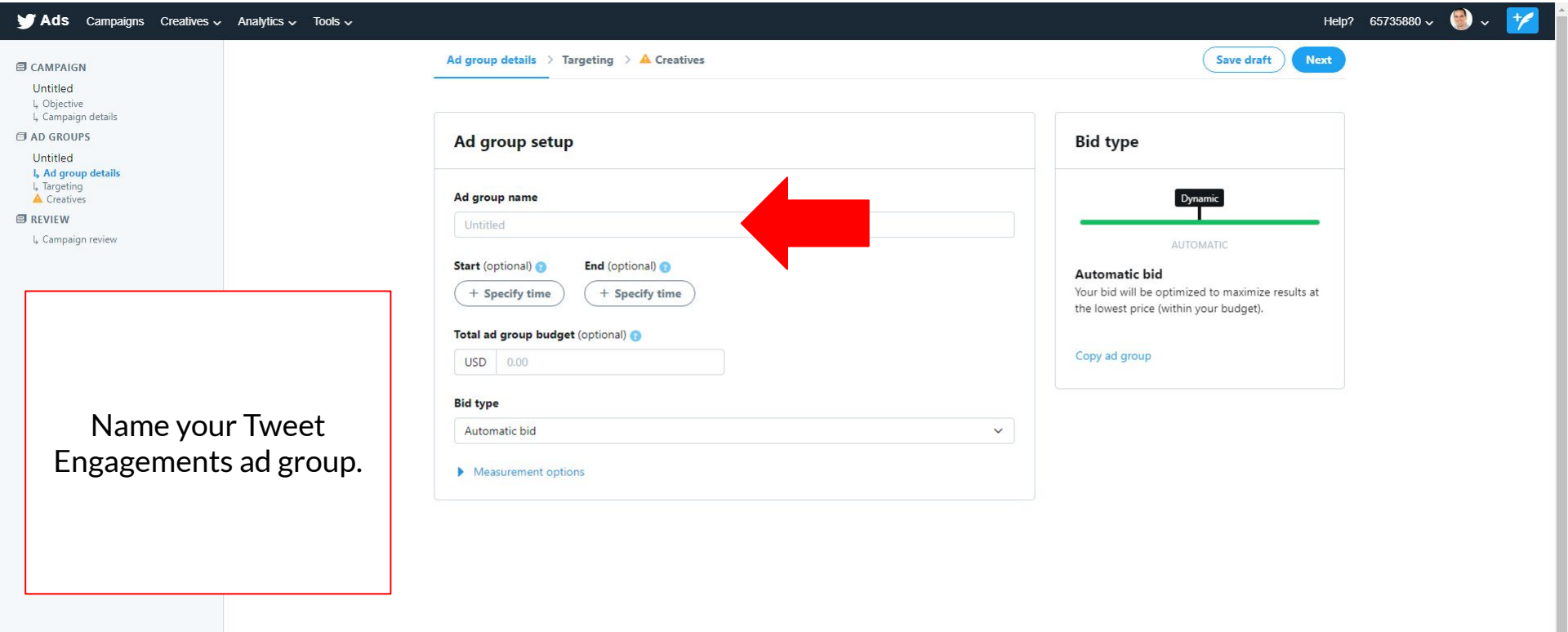
Step 2 → Campaign Details

➢ For every Objective you select, the next step is to name your Campaign and set your budget.



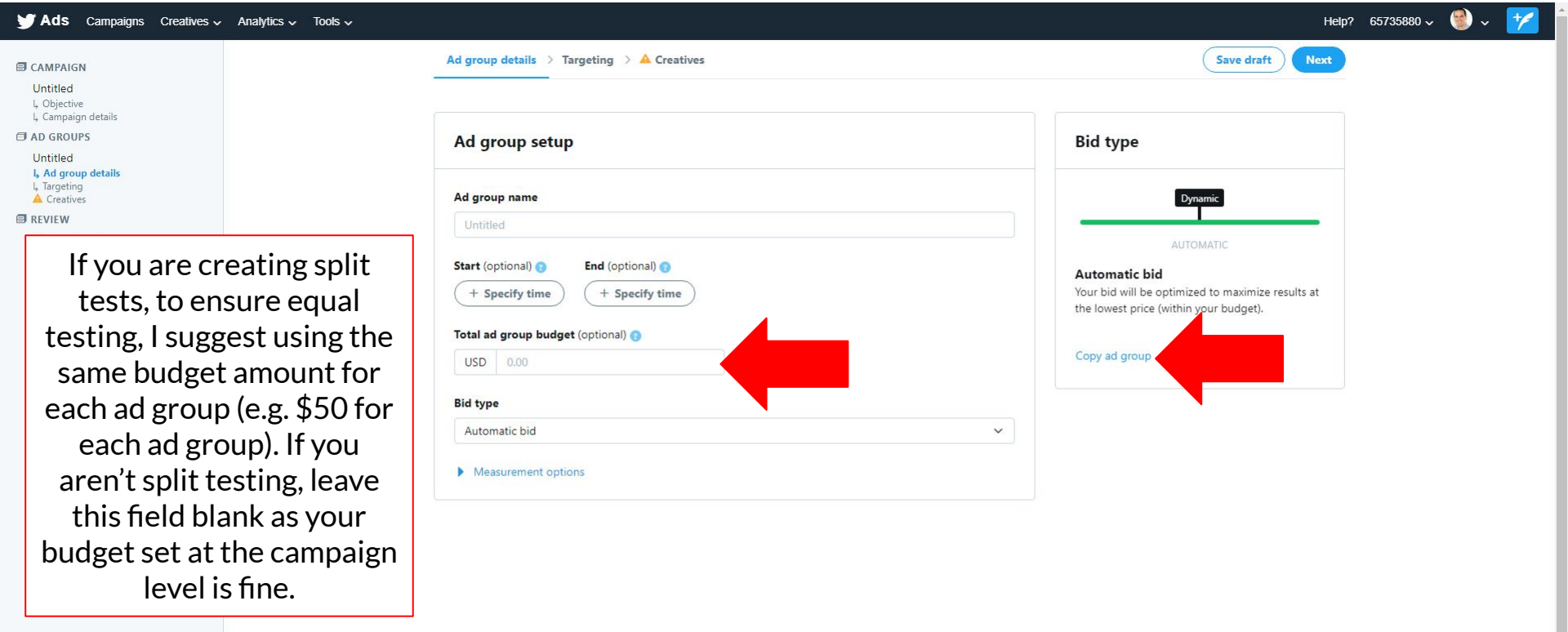
Name your campaign specific to the objective and targeting so you can easily identify it in Twitter reporting later on.

Step 3 → Ad Group Details



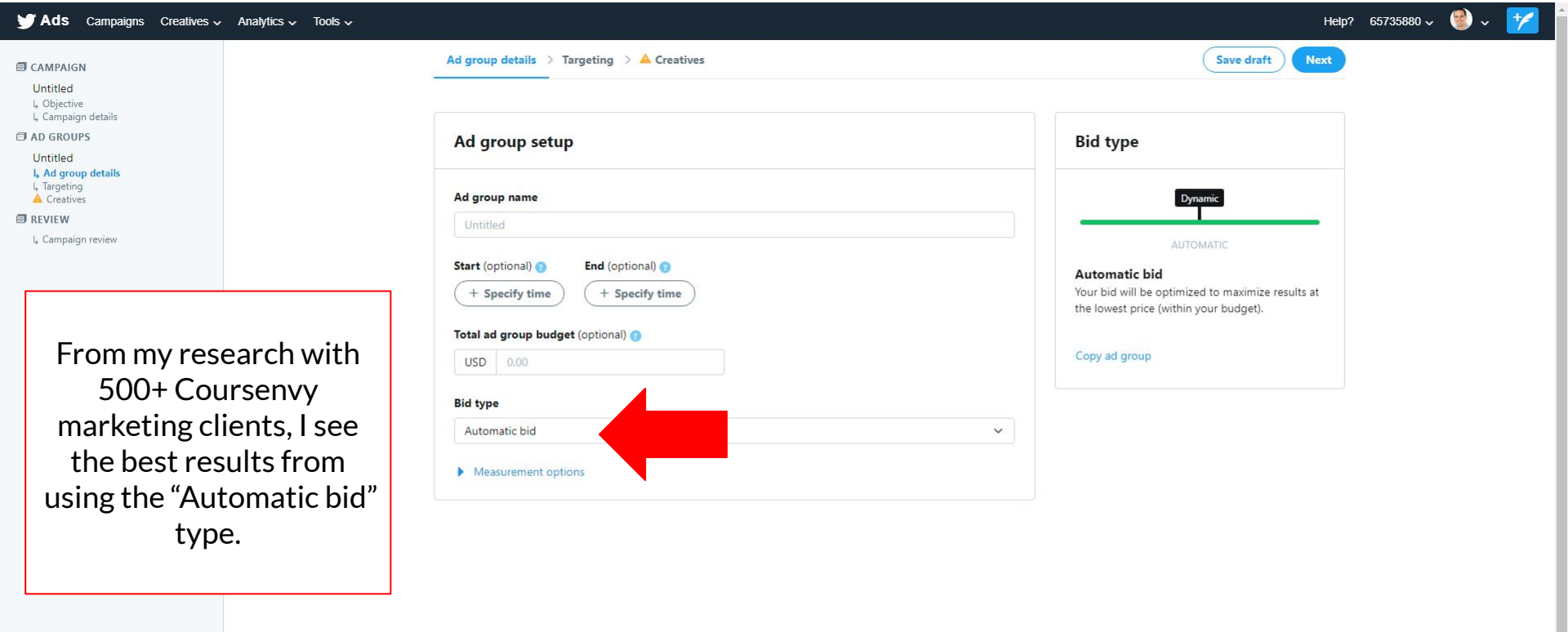
Name your Tweet Engagements ad group.

Step 3 → Ad Group Details



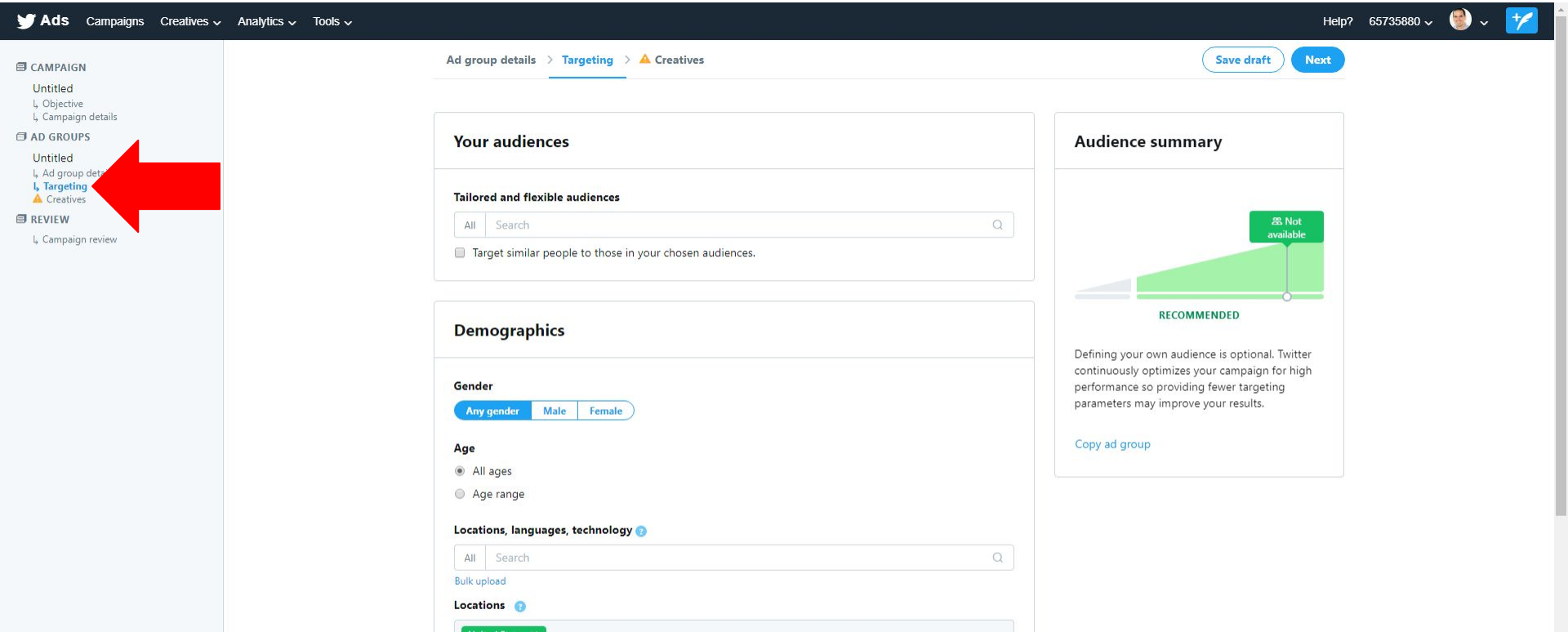
If you are creating split tests, to ensure equal testing, I suggest using the same budget amount for each ad group (e.g. $50 for each ad group). If you aren't split testing, leave this field blank as your budget set at the campaign level is fine.

Step 3 → Ad Group Details

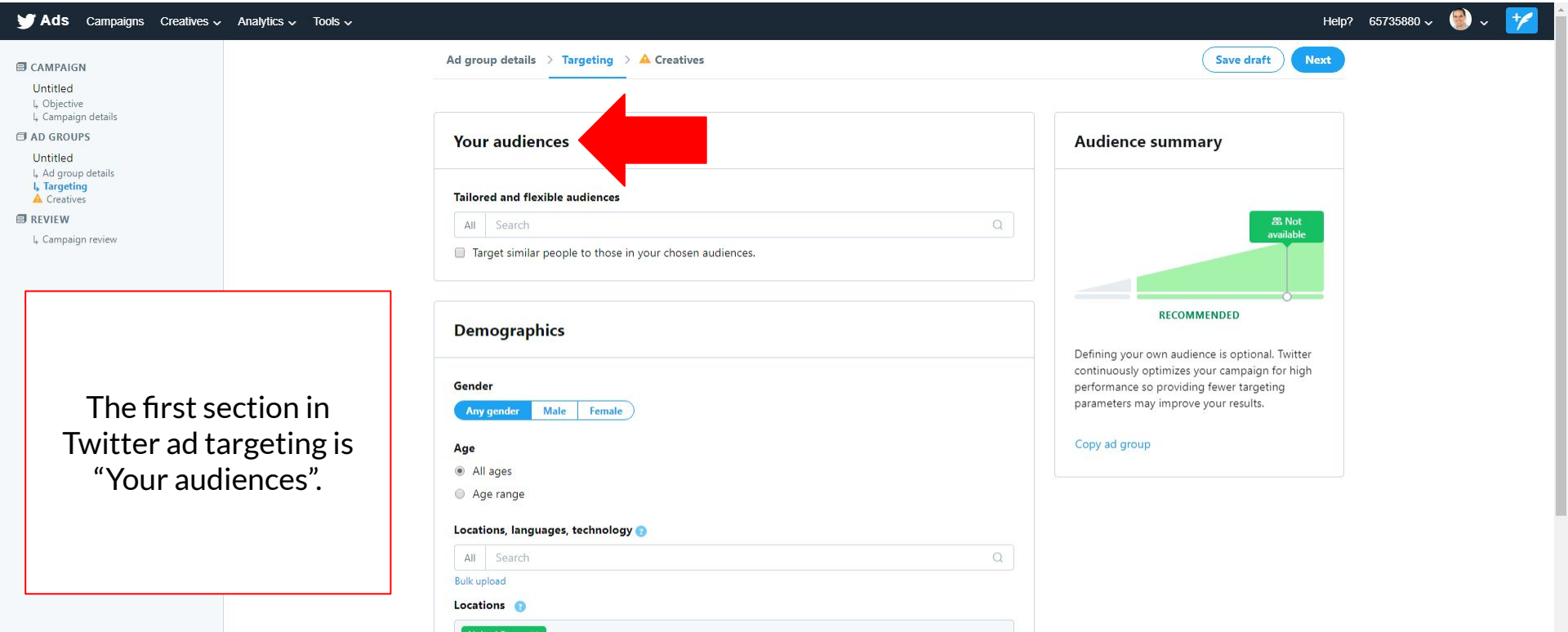


From my research with 500+ Coursenvy marketing clients, I see the best results from using the “Automatic bid” type.

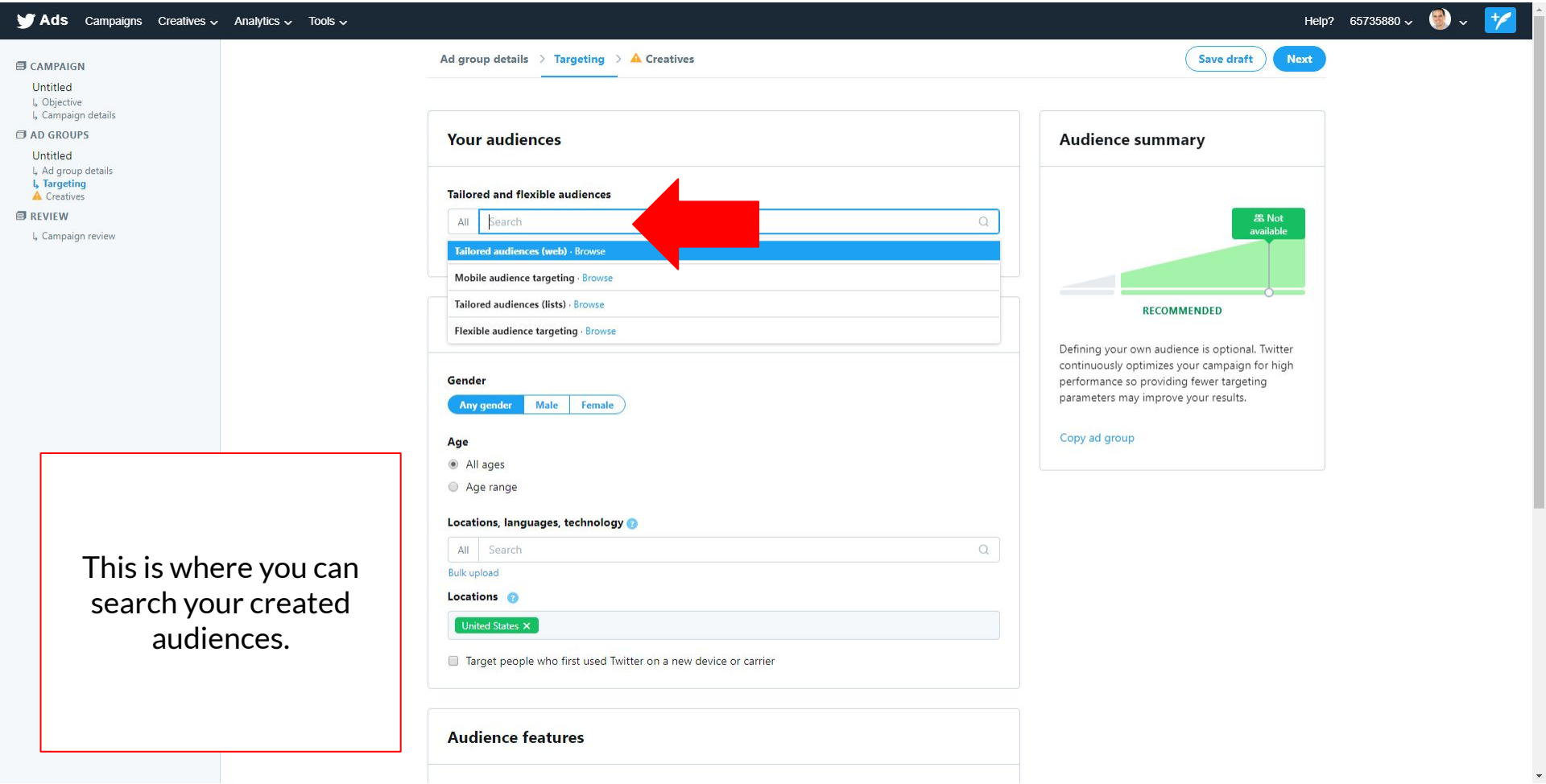
Step 4 → Targeting



Step 4 → Targeting

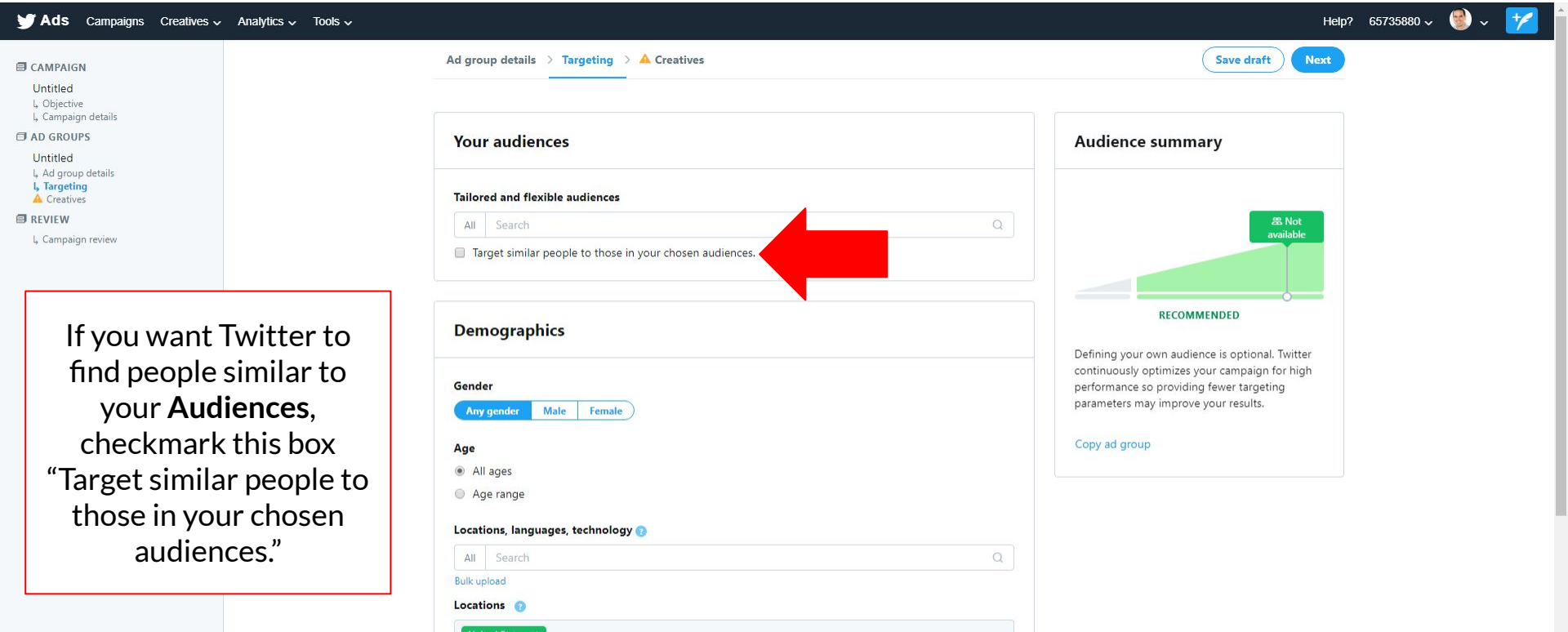


The first section in Twitter ad targeting is “Your audiences”.

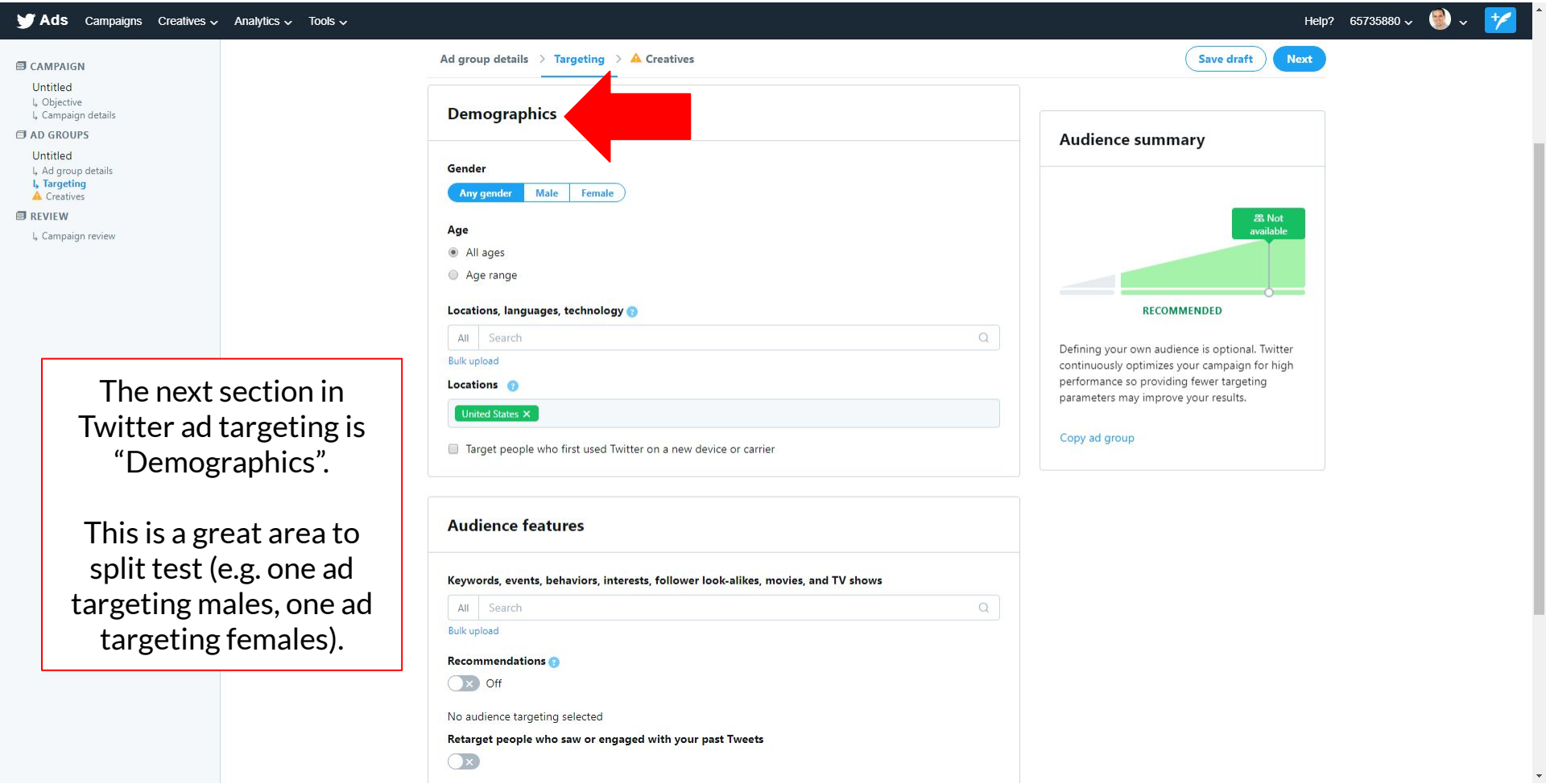


This is where you can search your created audiences.

Lookalike Audience Hack

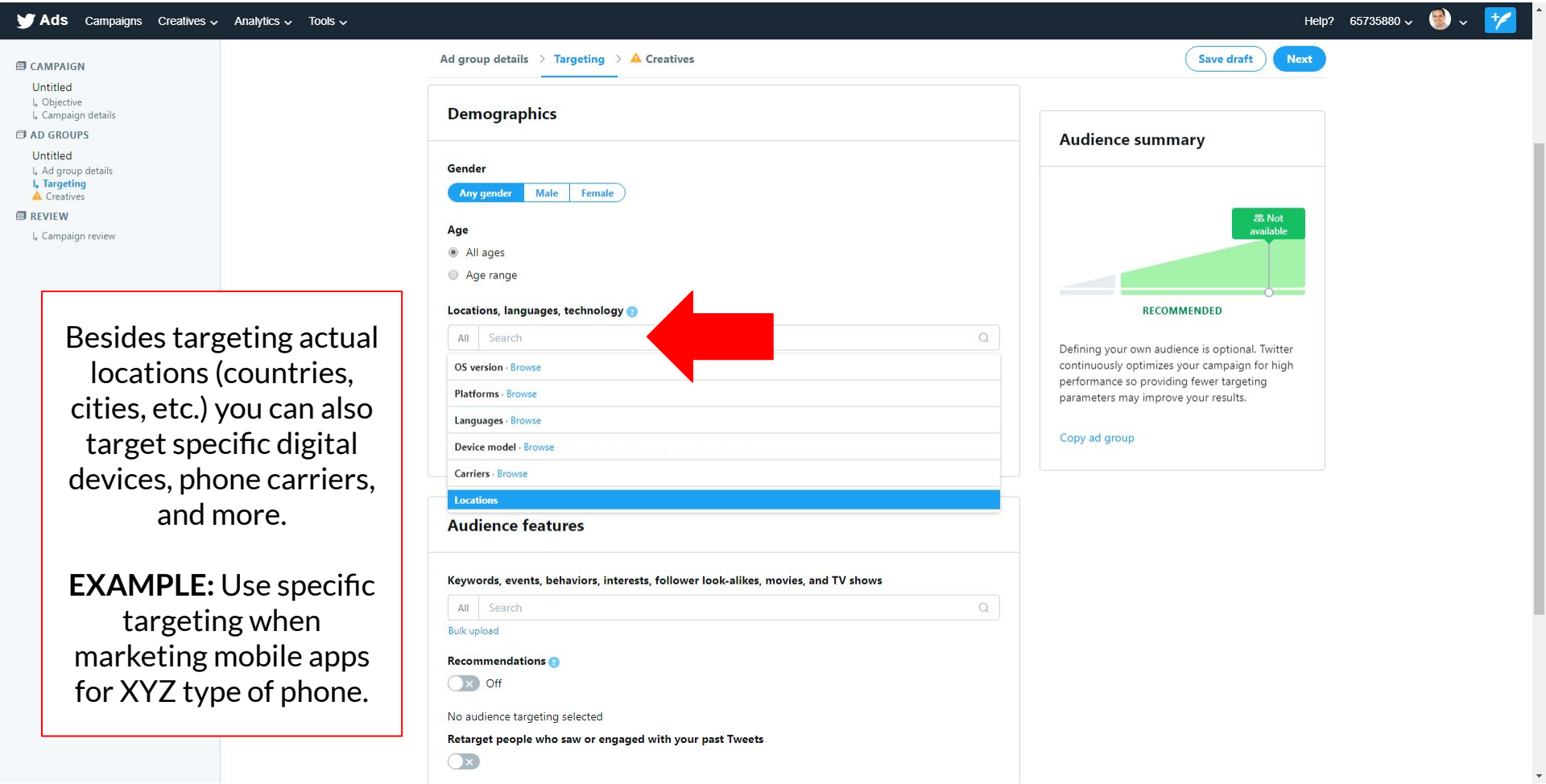


If you want Twitter to find people similar to your **Audiences**, checkmark this box "Target similar people to those in your chosen audiences."



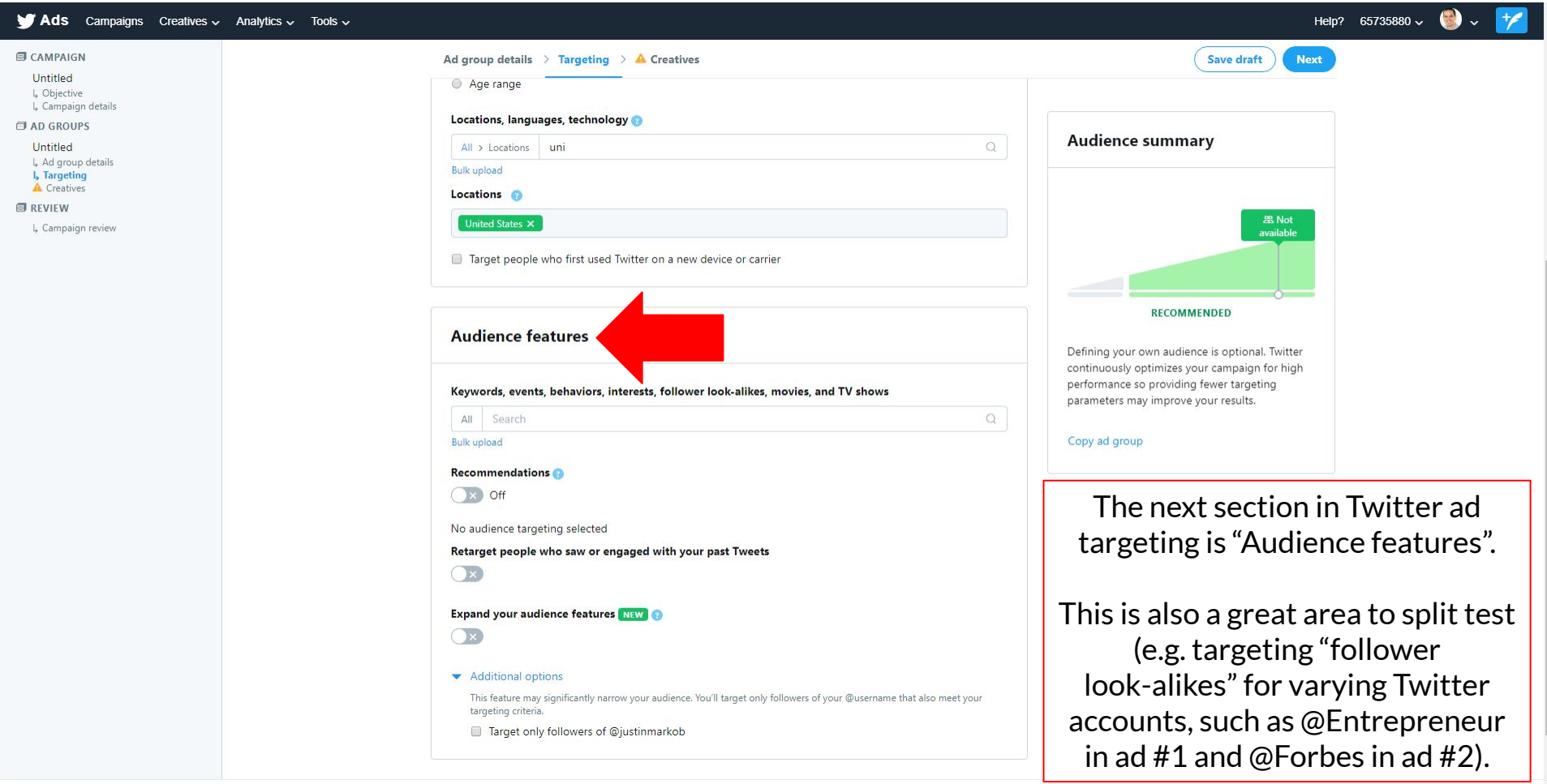
The next section in Twitter ad targeting is "Demographics".

This is a great area to split test (e.g. one ad targeting males, one ad targeting females).



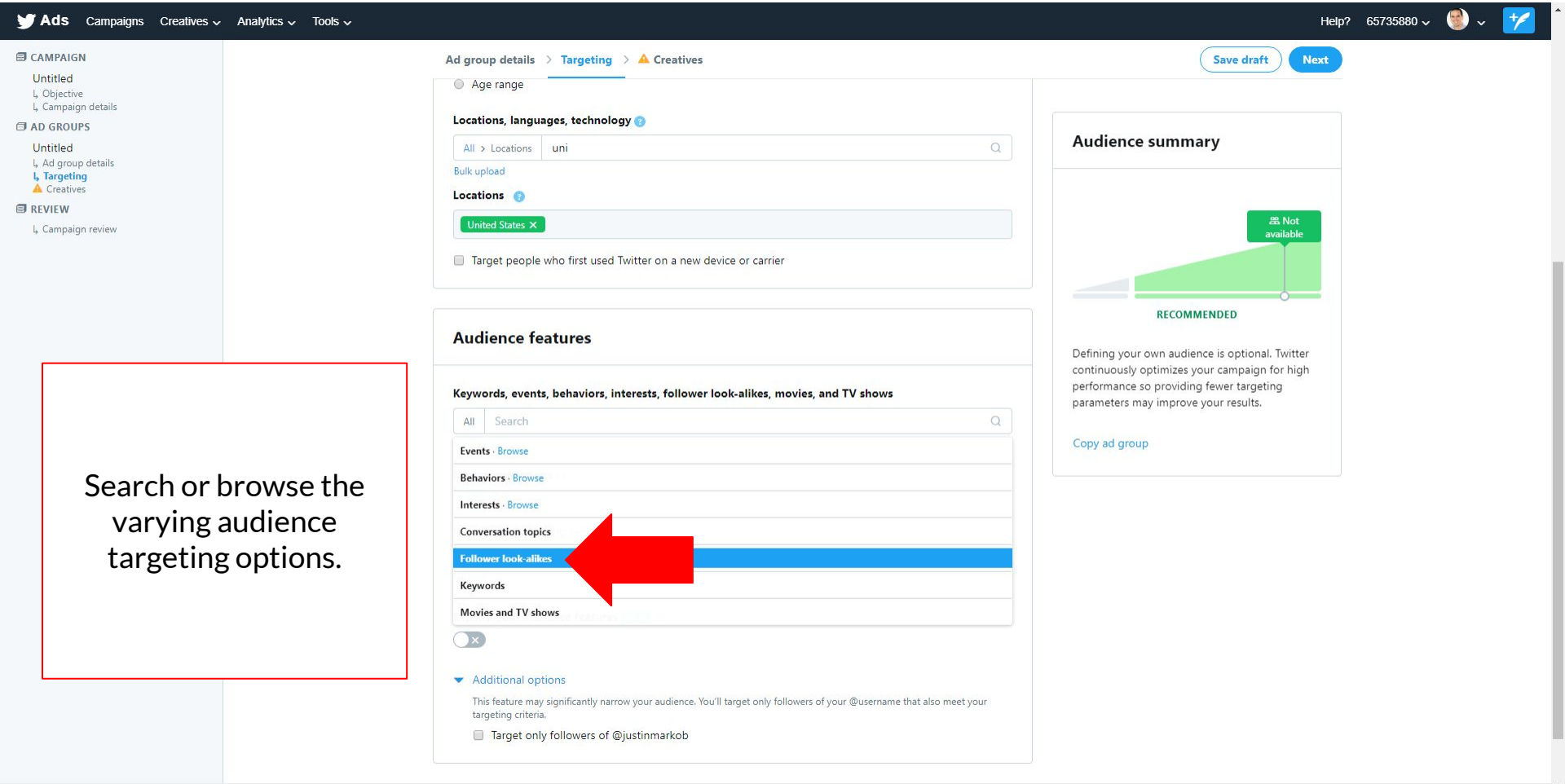
Besides targeting actual locations (countries, cities, etc.) you can also target specific digital devices, phone carriers, and more.

EXAMPLE: Use specific targeting when marketing mobile apps for XYZ type of phone.

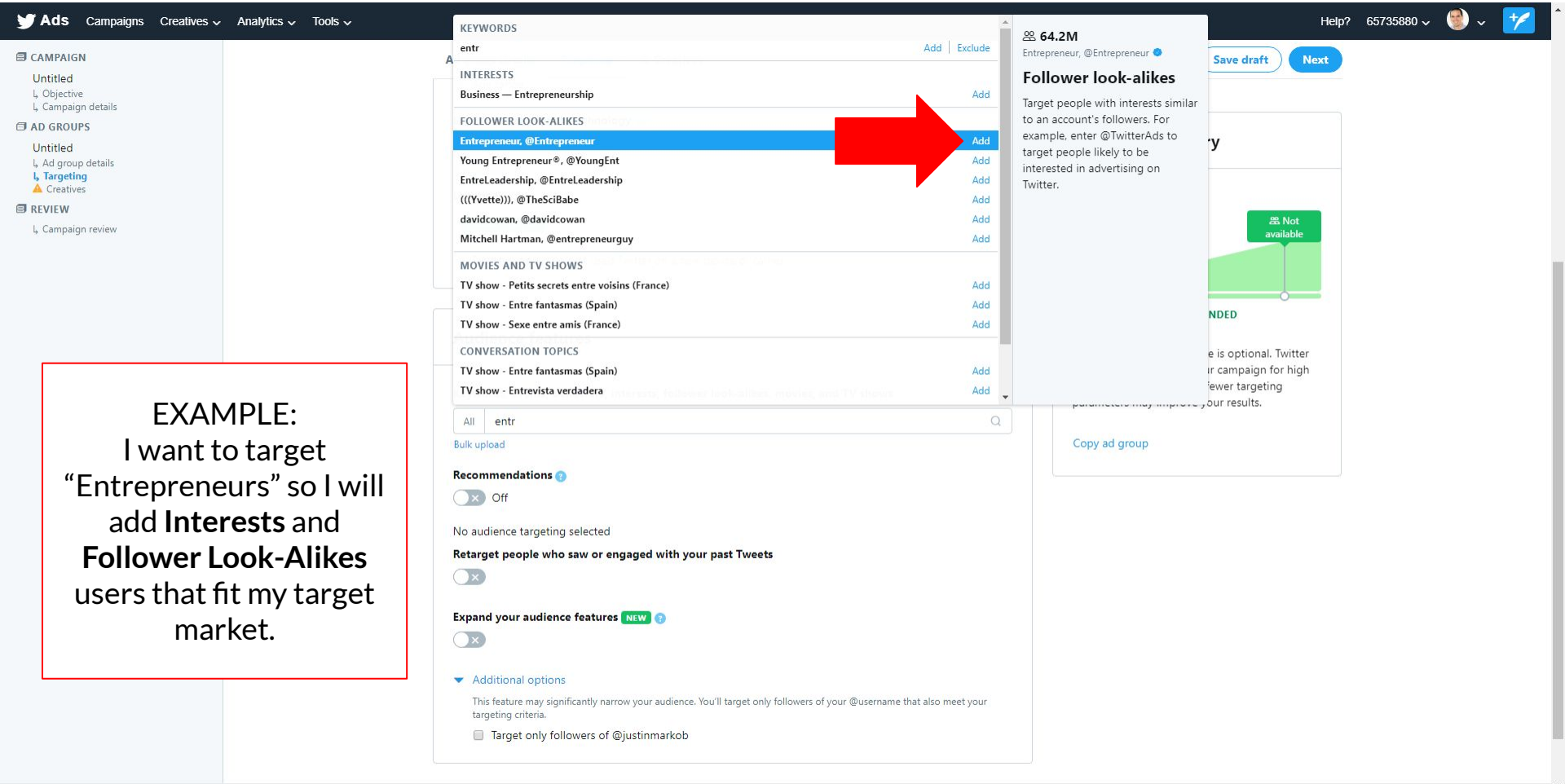


The next section in Twitter ad targeting is “Audience features”.

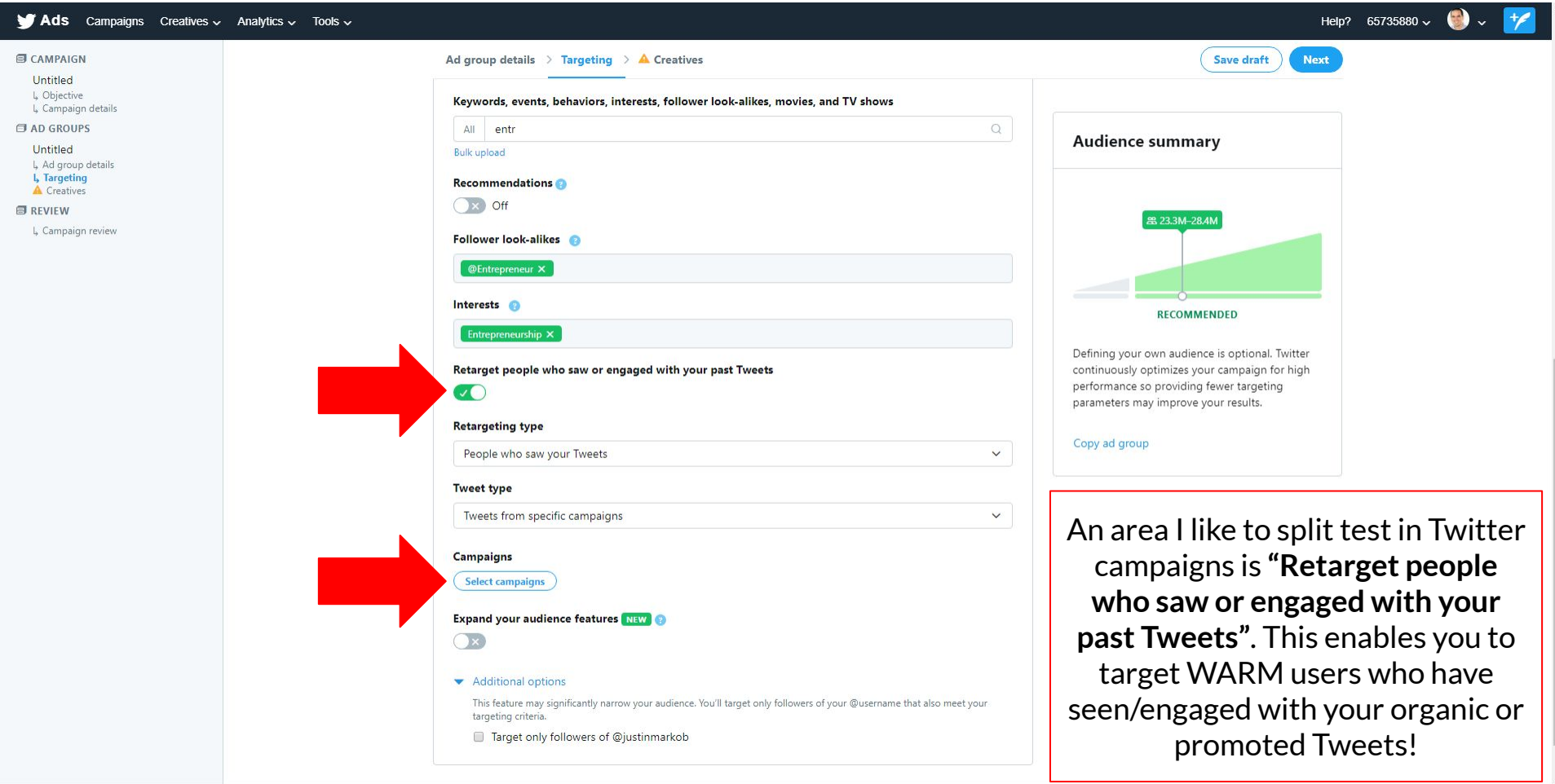
This is also a great area to split test (e.g. targeting “follower look-alikes” for varying Twitter accounts, such as @Entrepreneur in ad #1 and @Forbes in ad #2).



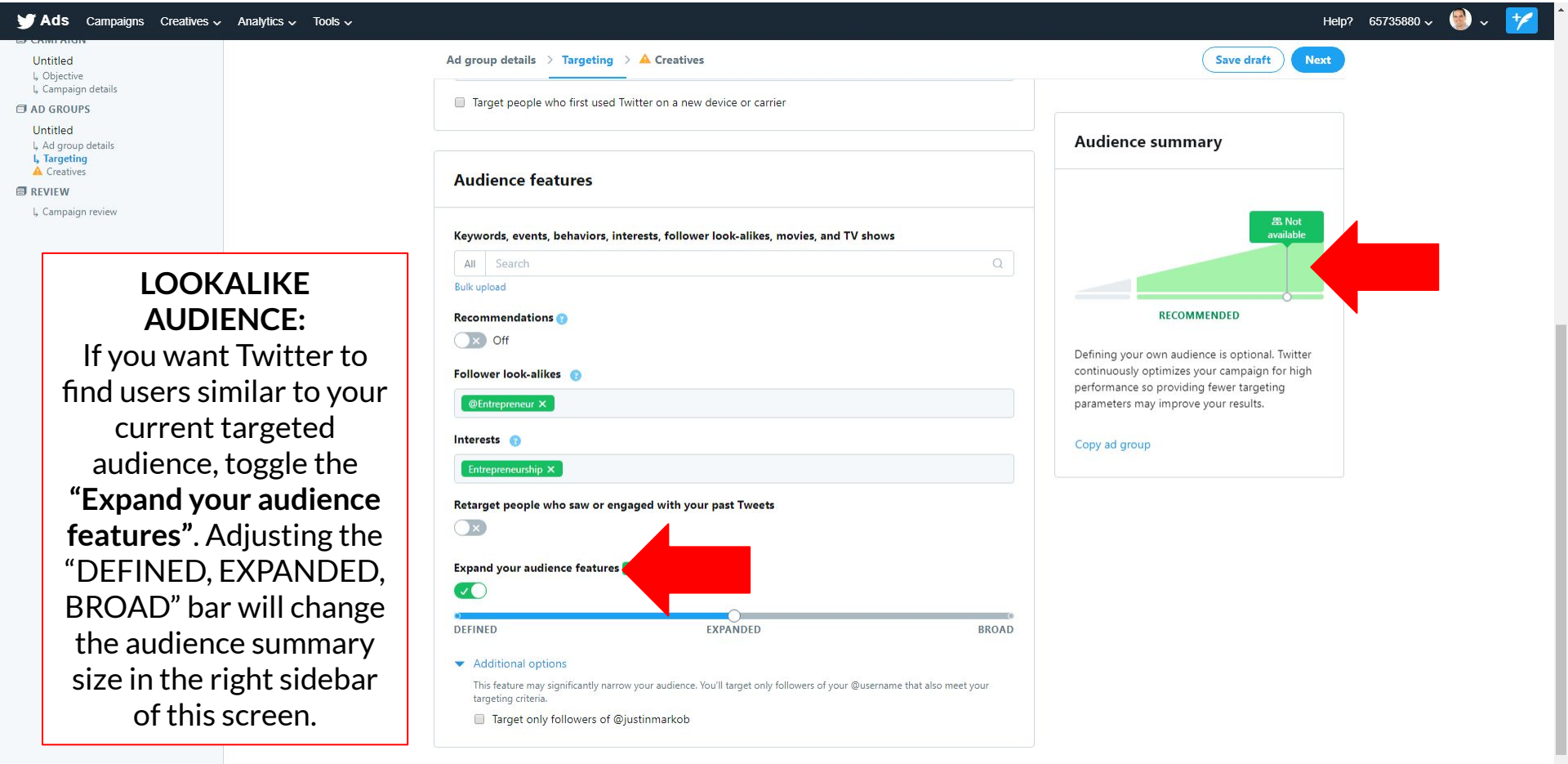
Search or browse the varying audience targeting options.



EXAMPLE:
I want to target "Entrepreneurs" so I will add **Interests** and **Follower Look-Alikes** users that fit my target market.

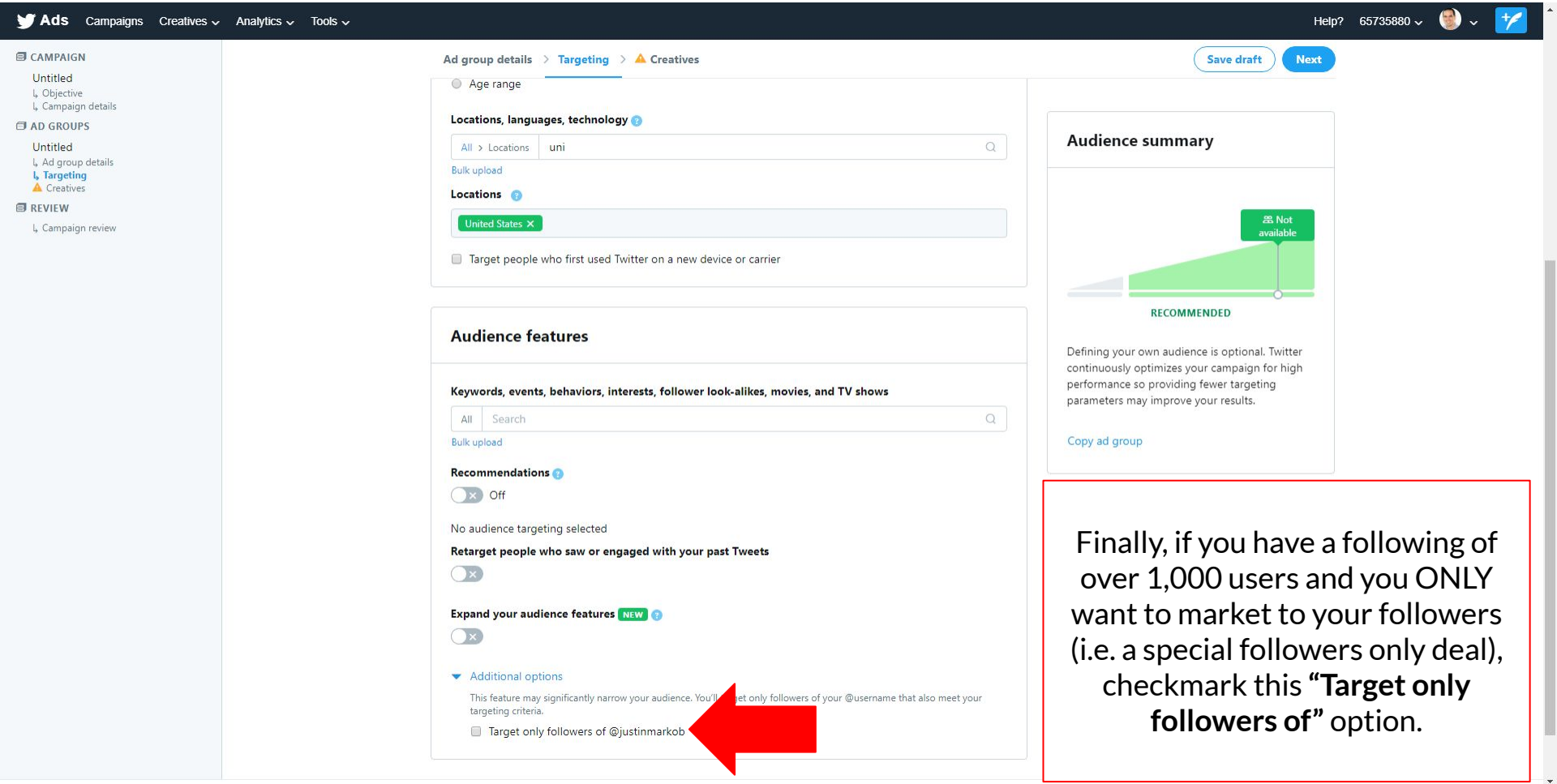


An area I like to split test in Twitter campaigns is **"Retarget people who saw or engaged with your past Tweets"**. This enables you to target WARM users who have seen/engaged with your organic or promoted Tweets!



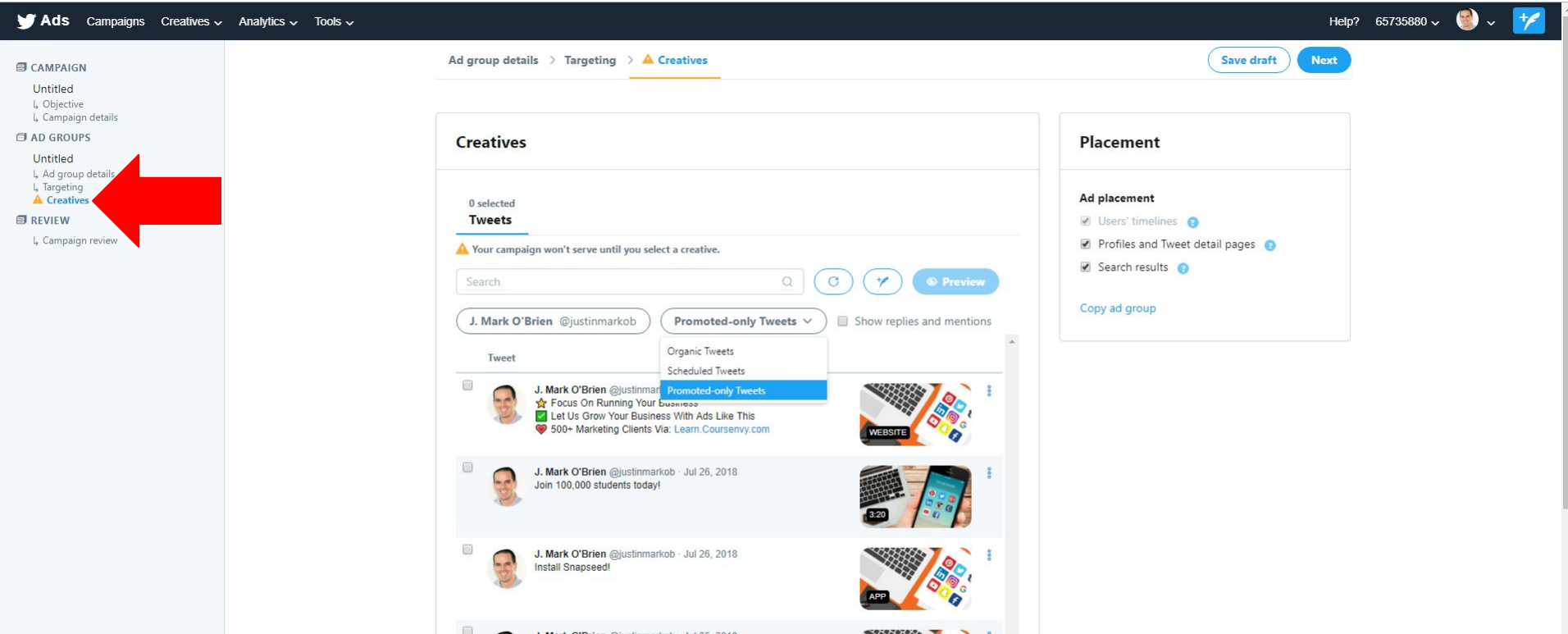
LOOKALIKE AUDIENCE:

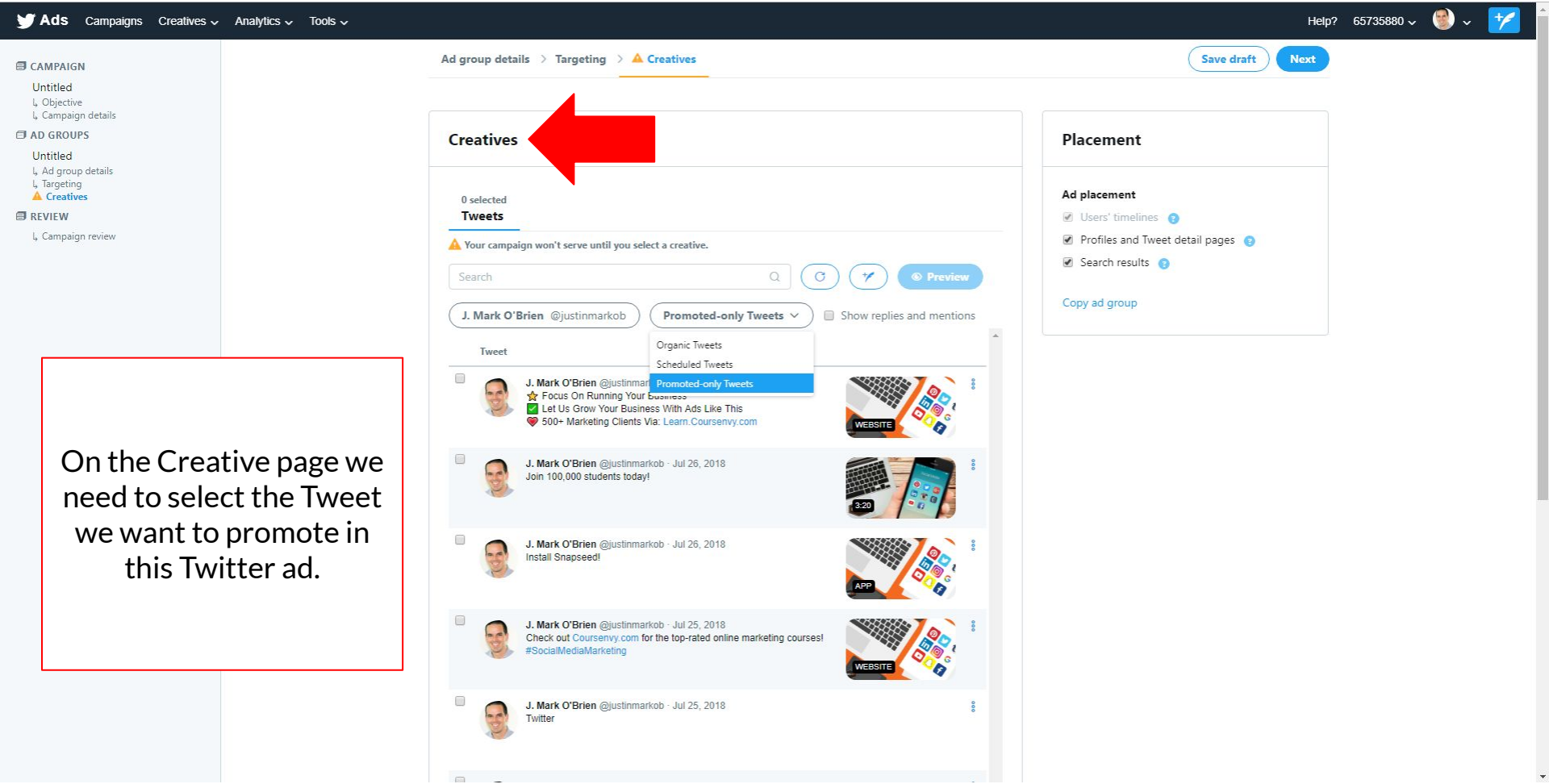
If you want Twitter to find users similar to your current targeted audience, toggle the **"Expand your audience features"**. Adjusting the "DEFINED, EXPANDED, BROAD" bar will change the audience summary size in the right sidebar of this screen.



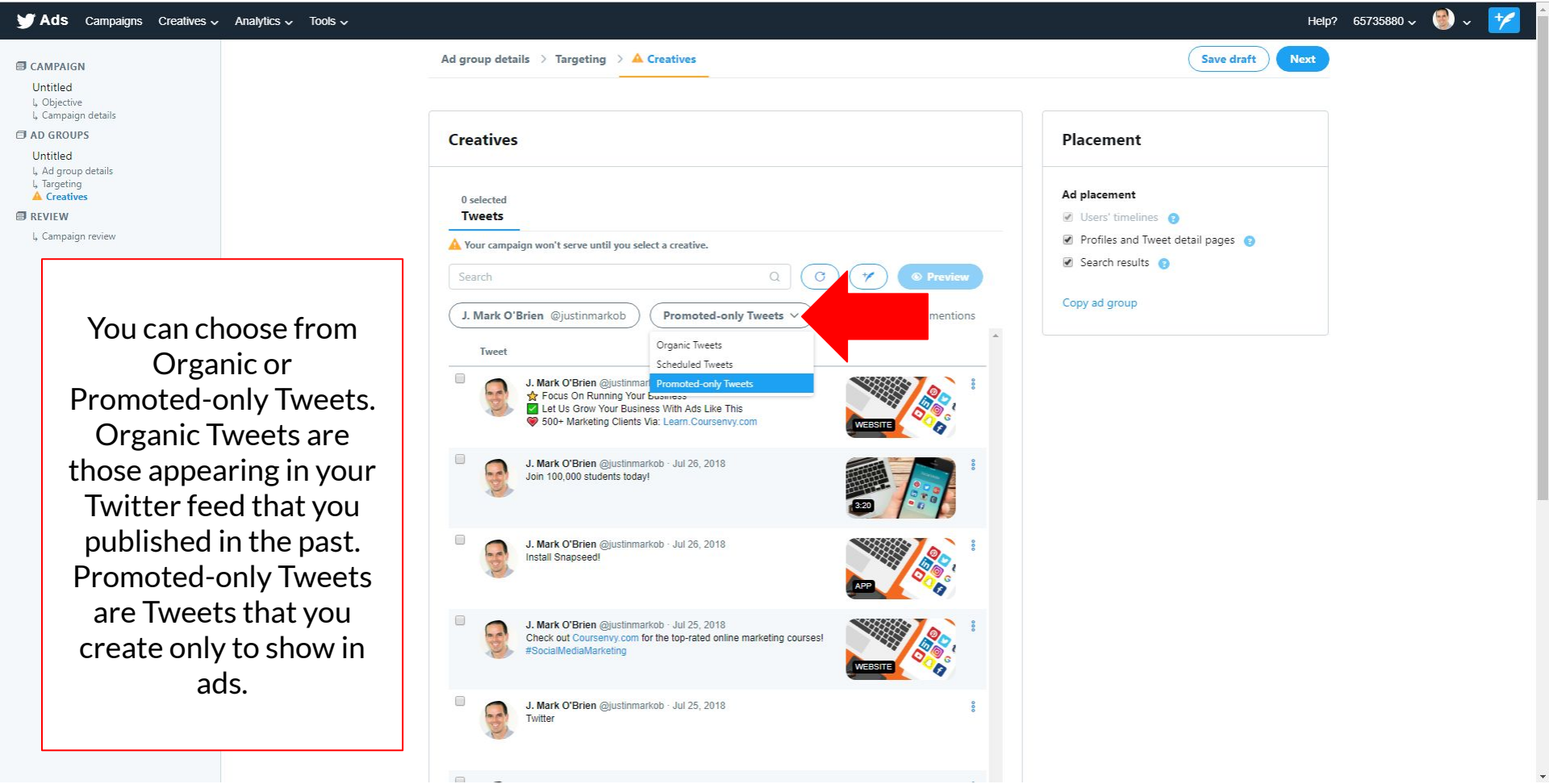
Finally, if you have a following of over 1,000 users and you ONLY want to market to your followers (i.e. a special followers only deal), checkmark this **"Target only followers of"** option.

Step 5 → Creatives

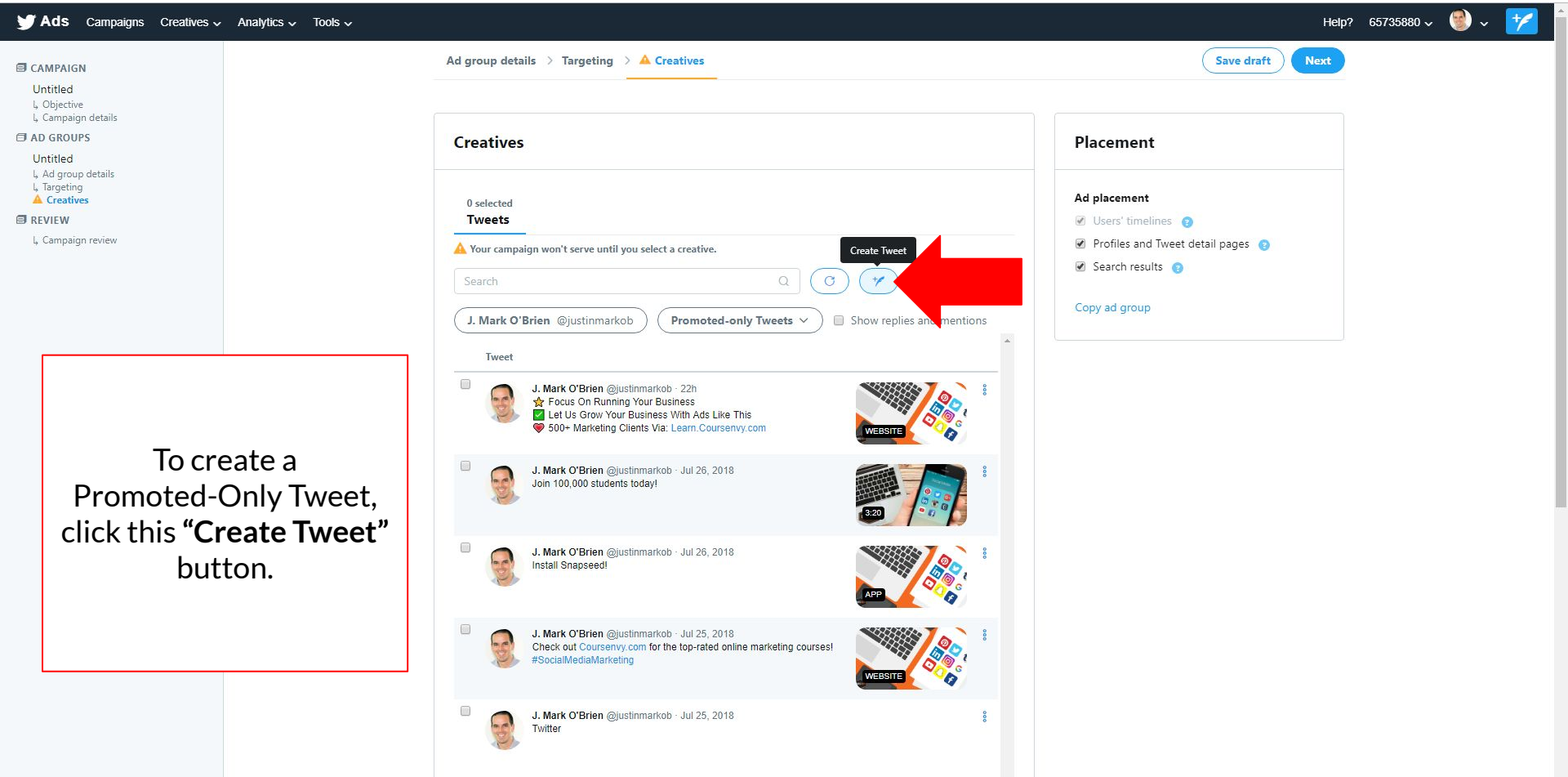




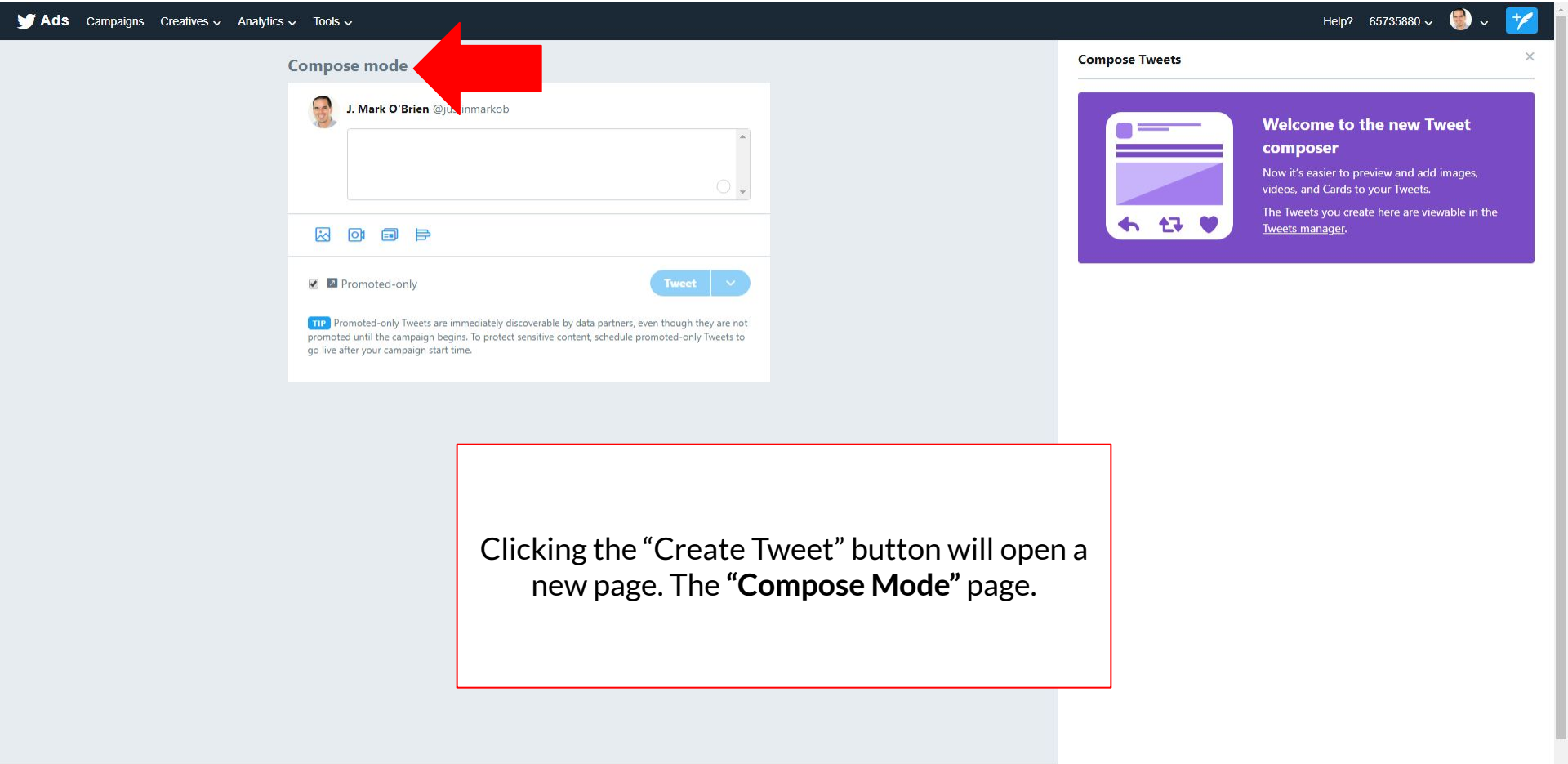
On the Creative page we need to select the Tweet we want to promote in this Twitter ad.



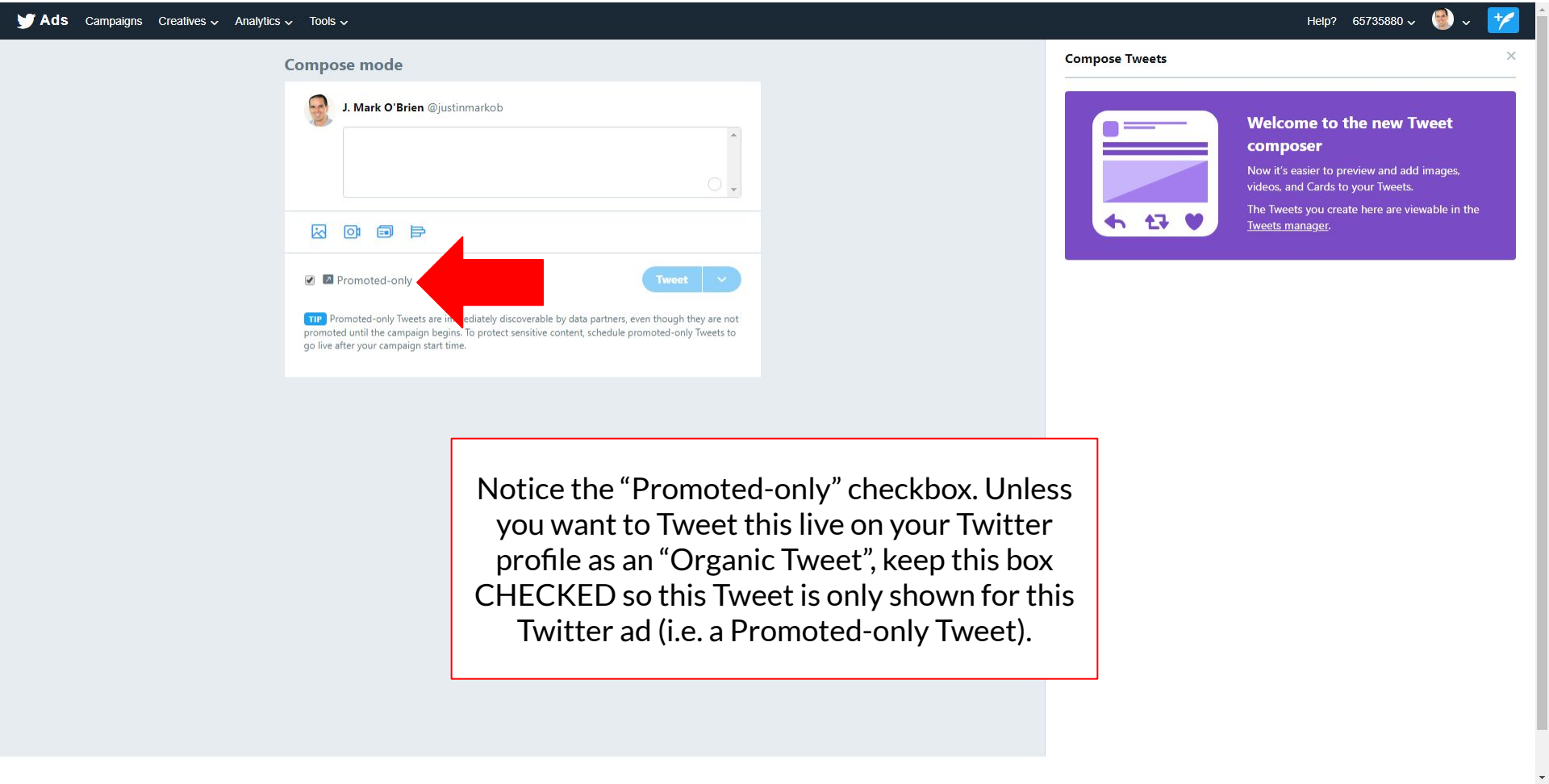
You can choose from Organic or Promoted-only Tweets. Organic Tweets are those appearing in your Twitter feed that you published in the past. Promoted-only Tweets are Tweets that you create only to show in ads.



To create a Promoted-Only Tweet, click this **"Create Tweet"** button.


Ads
Campaigns
Creatives
Analytics
Tools
Help?
65735880
Compose mode
J. Mark O'Brien @justinmarkob
Promoted-only
Tweet
TIP Promoted-only Tweets are immediately discoverable by data partners, even though they are not promoted until the campaign begins. To protect sensitive content, schedule promoted-only Tweets to go live after your campaign start time.
Compose Tweets
Welcome to the new Tweet composer
Now it's easier to preview and add images, videos, and Cards to your Tweets.
The Tweets you create here are viewable in the Tweets manager.

Clicking the "Create Tweet" button will open a new page. The **"Compose Mode"** page.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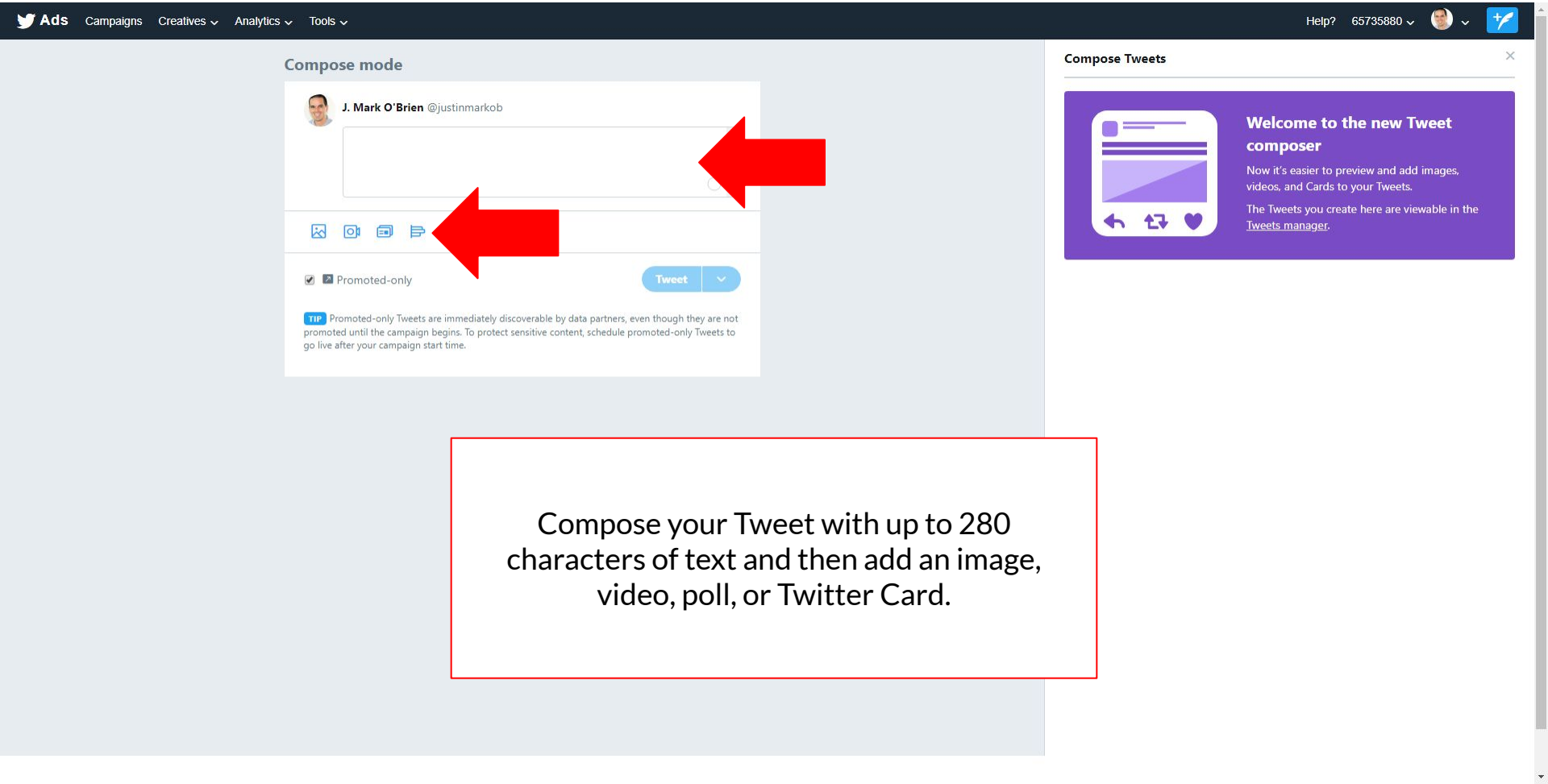
The Tweets you create here are viewable in the Tweets manager.
Notice the "Promoted-only" checkbox. Unless you want to Tweet this live on your Twitter profile as an "Organic Tweet", keep this box CHECKED so this Tweet is only shown for this Twitter ad (i.e. a Promoted-only Tweet).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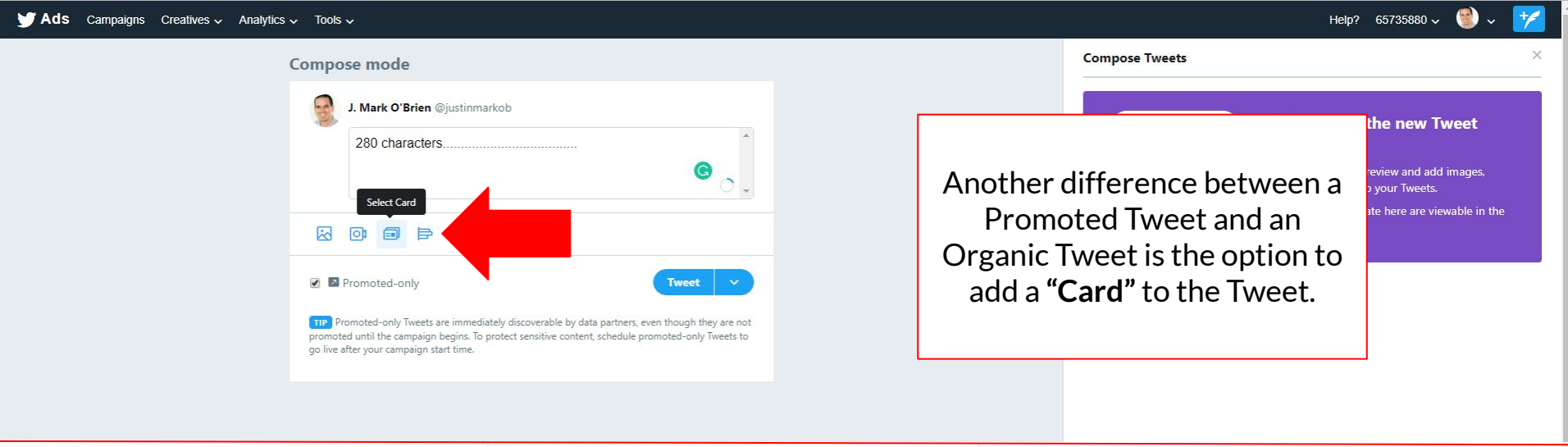
The Tweets you create here are viewable in the Tweets manager.
Compose your Tweet with up to 280 characters of text and then add an image, video, poll, or Twitter Card.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65735880
Compose mode
J. Mark O'Brien @justinmarkob
280 characters
Select Card
Promoted-only
Tweet
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Compose Tweets
the new Tweet
review and add images,
your Tweets.
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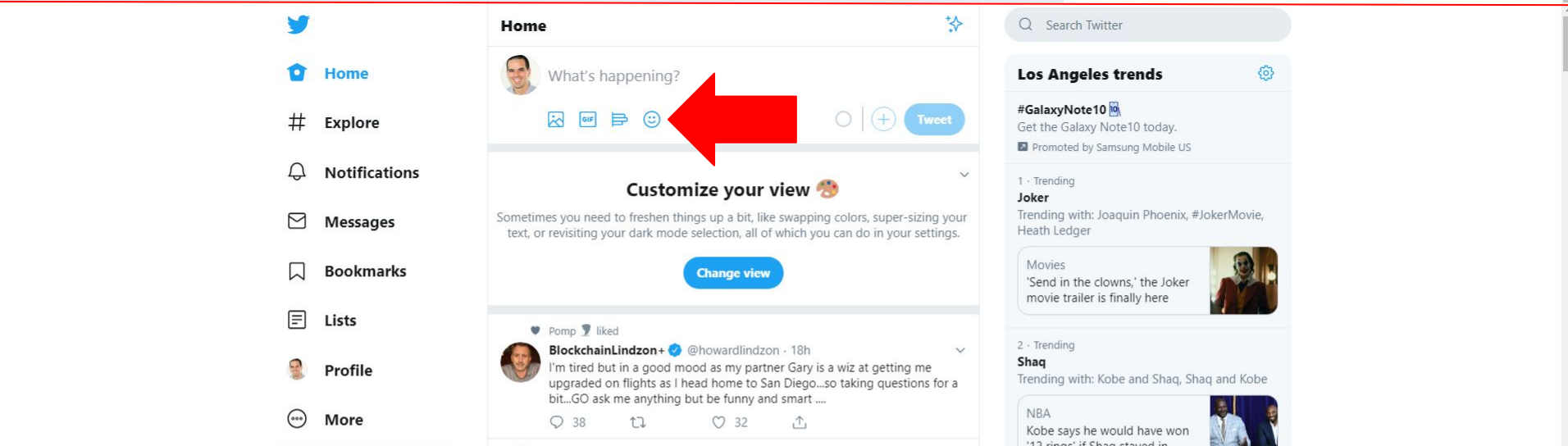
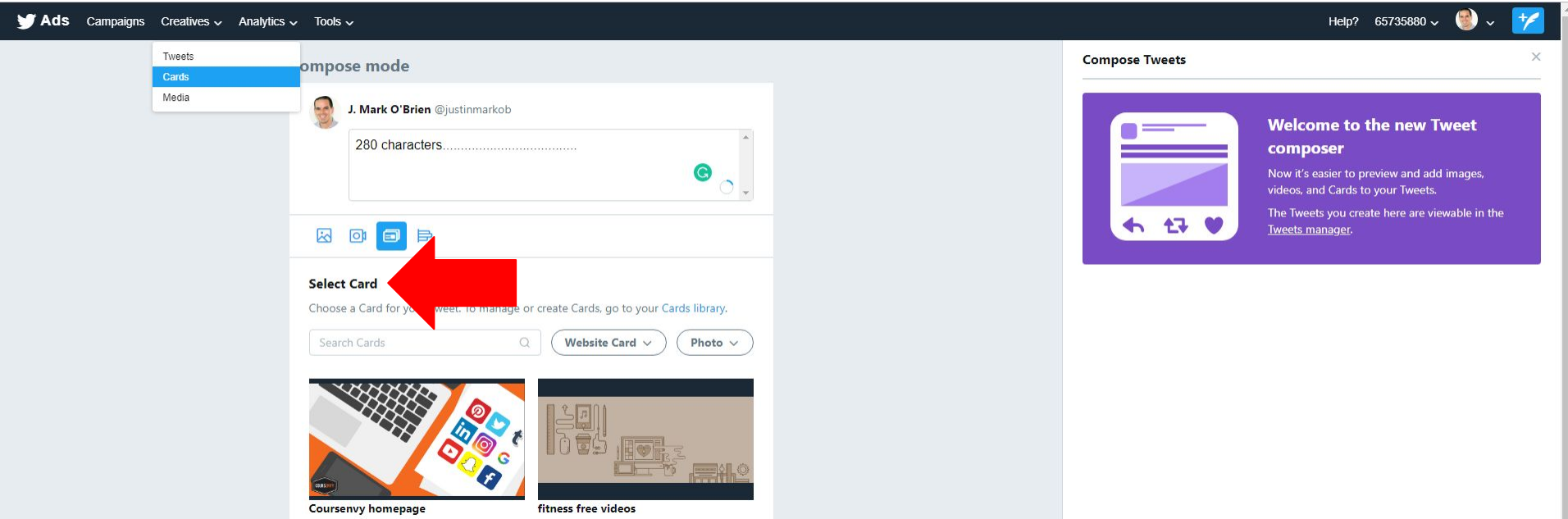
Another difference between a Promoted Tweet and an Organic Tweet is the option to add a "Card" to the Tweet.


Home
Explore
Notifications
Messages
Bookmarks
Lists
Profile
More
Home
What's happening?
Tweet
Customize your view
Sometimes you need to freshen things up a bit, like swapping colors, super-sizing your text, or revisiting your dark mode selection, all of which you can do in your settings.
Change view
Pomp liked
BlockchainLindzon+ @howardlindzon · 18h
I'm tired but in a good mood as my partner Gary is a wiz at getting me upgraded on flights as I head home to San Diego...so taking questions for a bit...GO ask me anything but be funny and smart ....
38
32
Search Twitter
Los Angeles trends
#GalaxyNote10
Get the Galaxy Note10 today.
Promoted by Samsung Mobile US
1 · Trending
Joker
Trending with: Joaquin Phoenix, #JokerMovie, Heath Ledger
Movies
'Send in the clowns,' the Joker movie trailer is finally here
2 · Trending
Shaq
Trending with: Kobe and Shaq, Shaq and Kobe
NBA
Kobe says he would have won

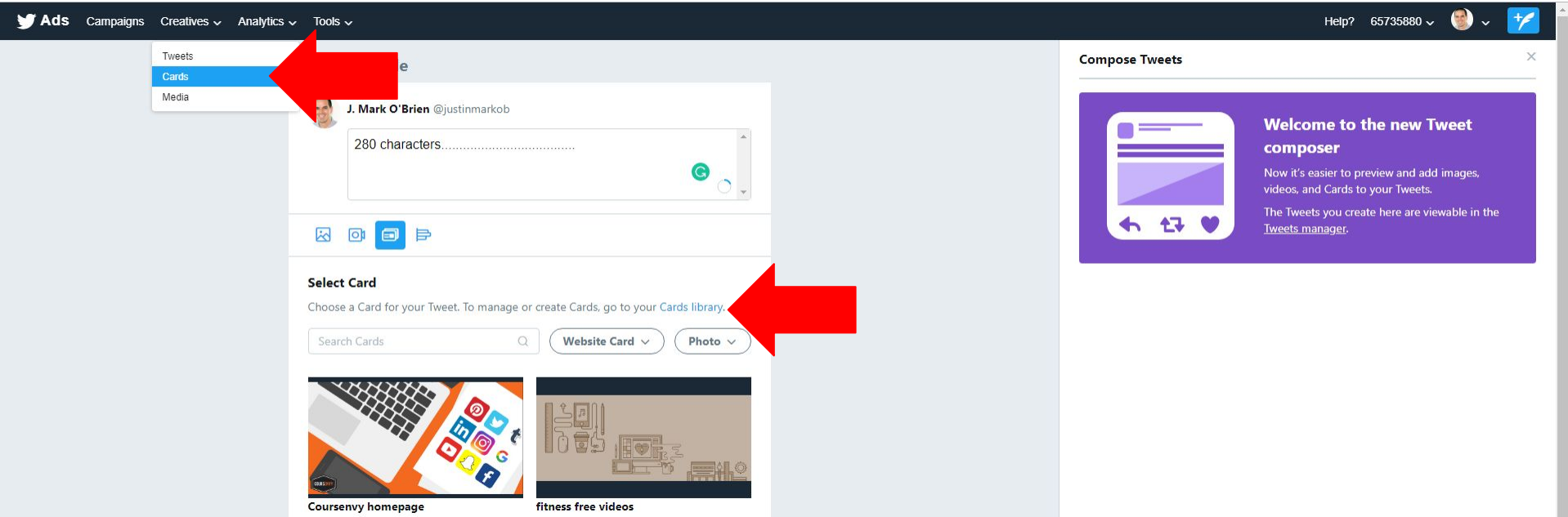
Twitter Cards

- Twitter Cards improve your campaign performance. Twitter Cards enable you to attach photos, videos and media to Tweets, helping drive traffic to your website. You can also drive downloads of mobile apps and even link users directly to installed apps.



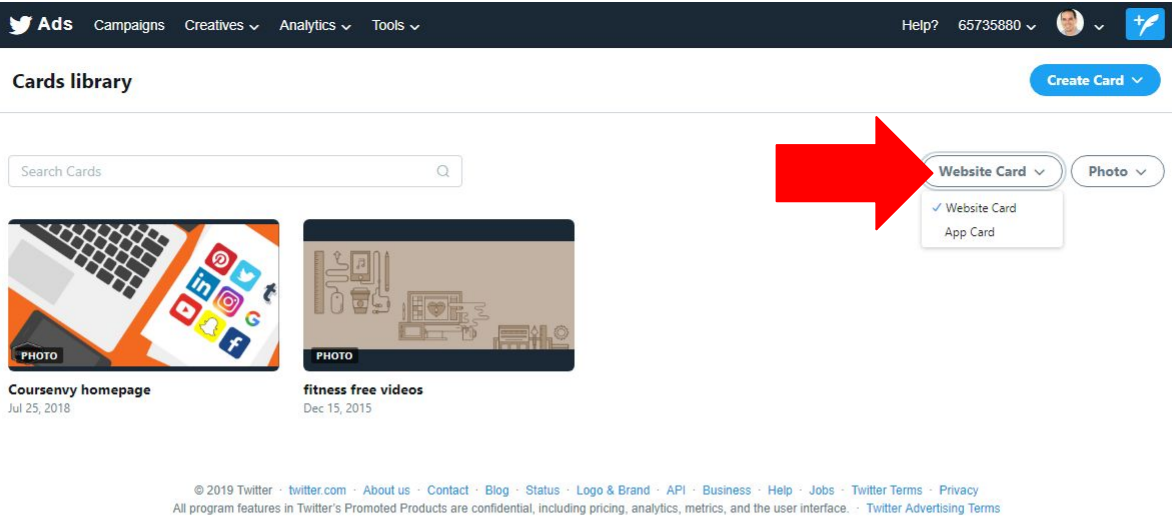
Twitter Cards

➢ Navigate to your **Cards Library** page to create new Website and App Cards for your ads.



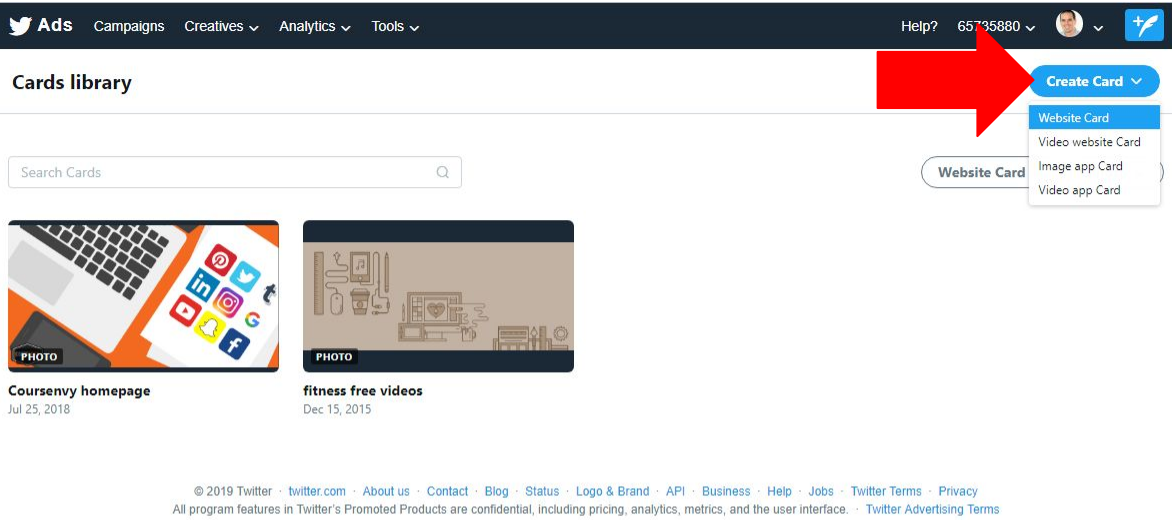
Twitter Cards

➢ View your current Website Cards and App Cards via this dropdown menu.



Twitter Cards

- Create new Website Cards and App Cards via this dropdown menu.


Ads
Campaigns
Creatives
Analytics
Tools
Help?
Cards library
Create Card
Website Card
Video website Card
Image app Card
Video app Card
Search Cards
Website Card
PHOTO
Coursenvy homepage
Jul 25, 2018
PHOTO
fitness free videos
Dec 15, 2015
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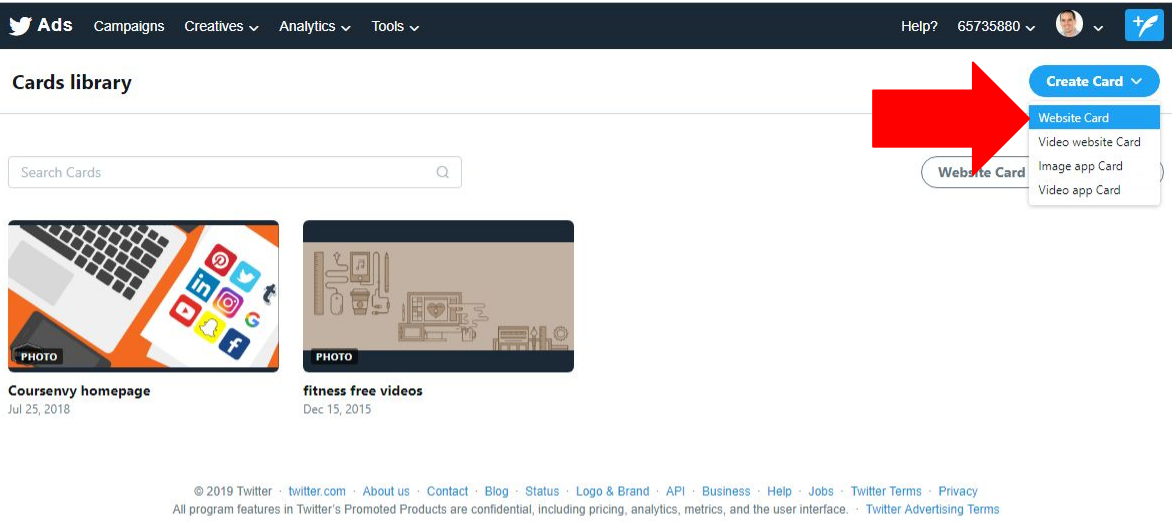
Twitter Cards → Website Card

- Let's create a Website Card for this Twitter ad example.


Ads
Campaigns
Creatives
Analytics
Tools
Help?
65735880
Cards library
Create Card
Website Card
Video website Card
Image app Card
Video app Card
Search Cards
PHOTO
Coursenvy homepage
Jul 25, 2018
PHOTO
fitness free videos
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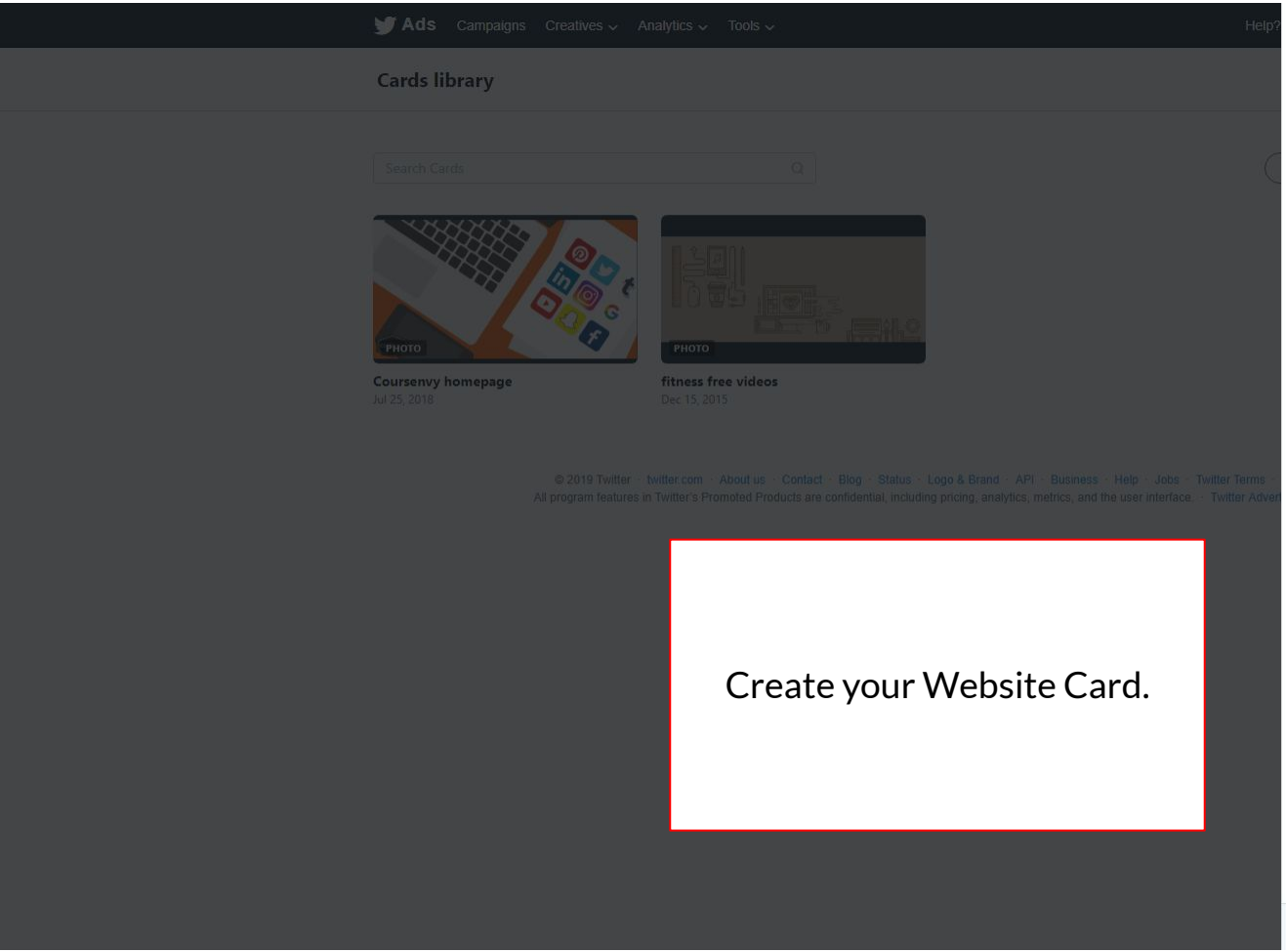

Create your Website Card.

Ads Campaigns Creatives Analytics Tools Help

Cards library

Search Cards

PHOTO

Coursenvy homepage
Jul 25, 2018

PHOTO

fitness free videos
Dec 15, 2015

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For my example, I am promoting our Coursenvy Mastery Course Bundle at learn.coursenvy.com

Create website Card

Media

Headline

Join 200,000+ Marketing Students!

Website URL

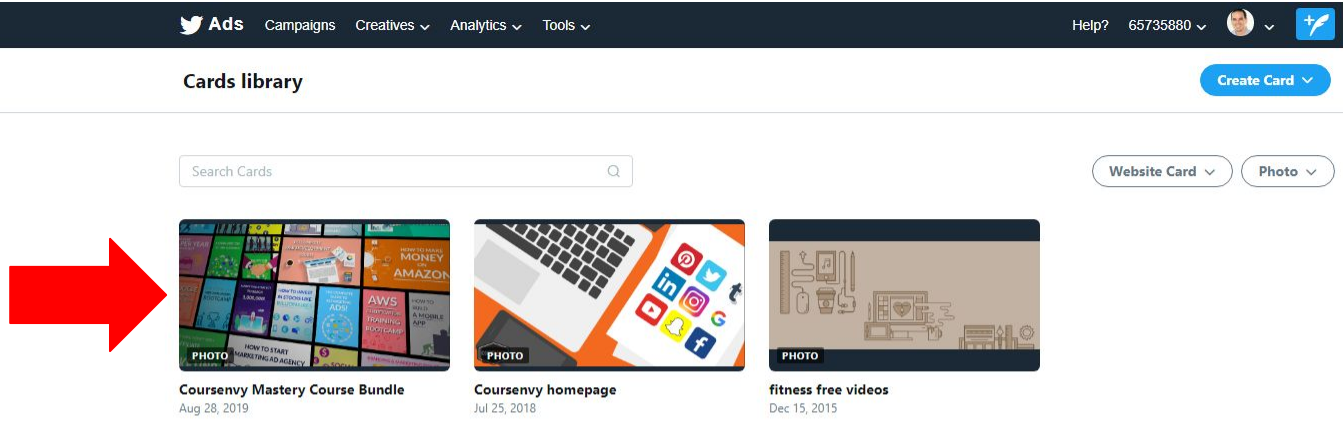
https://learn.coursenvy.com/

Card name

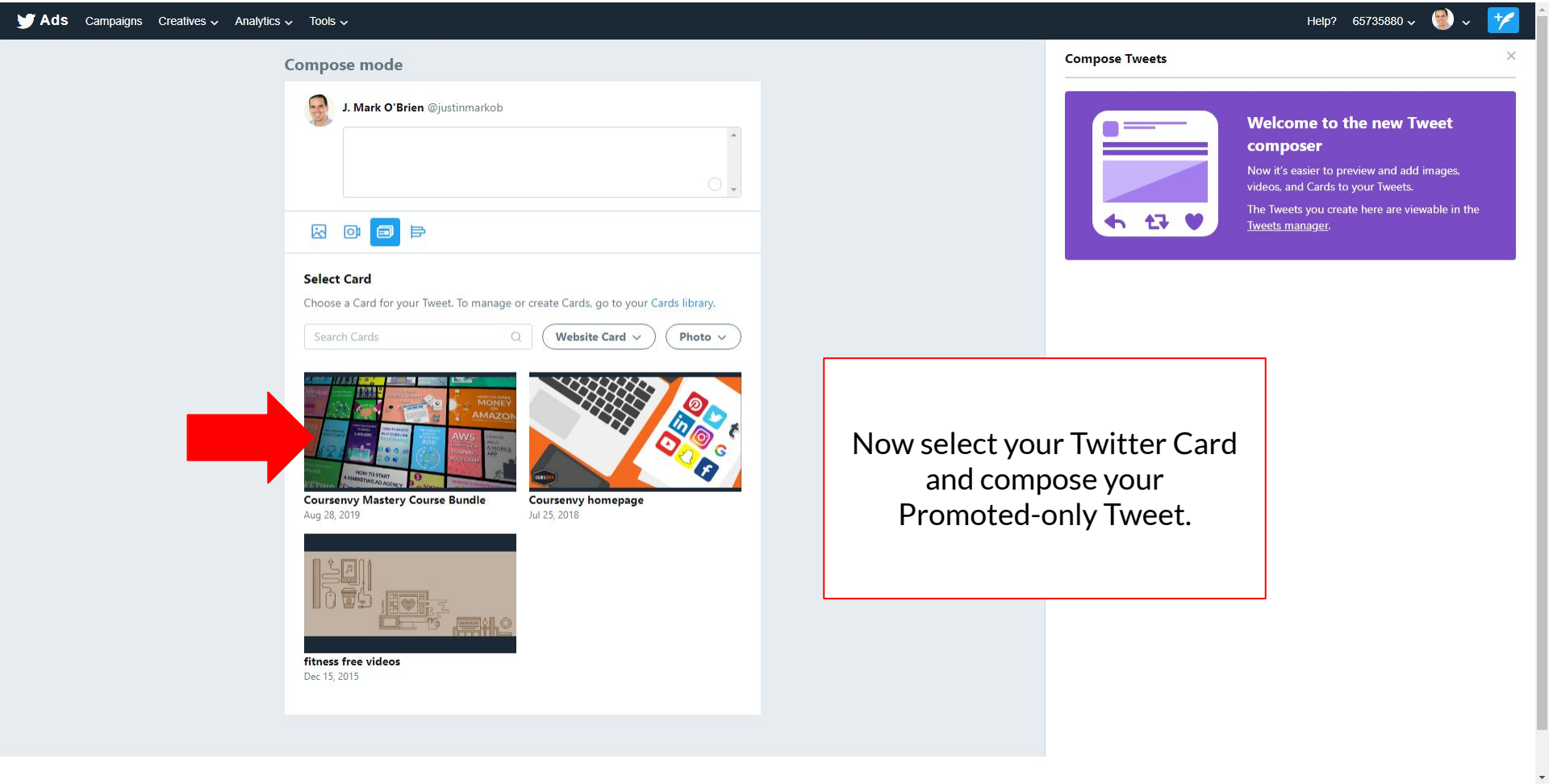
Coursenvy Mastery Course Bundle

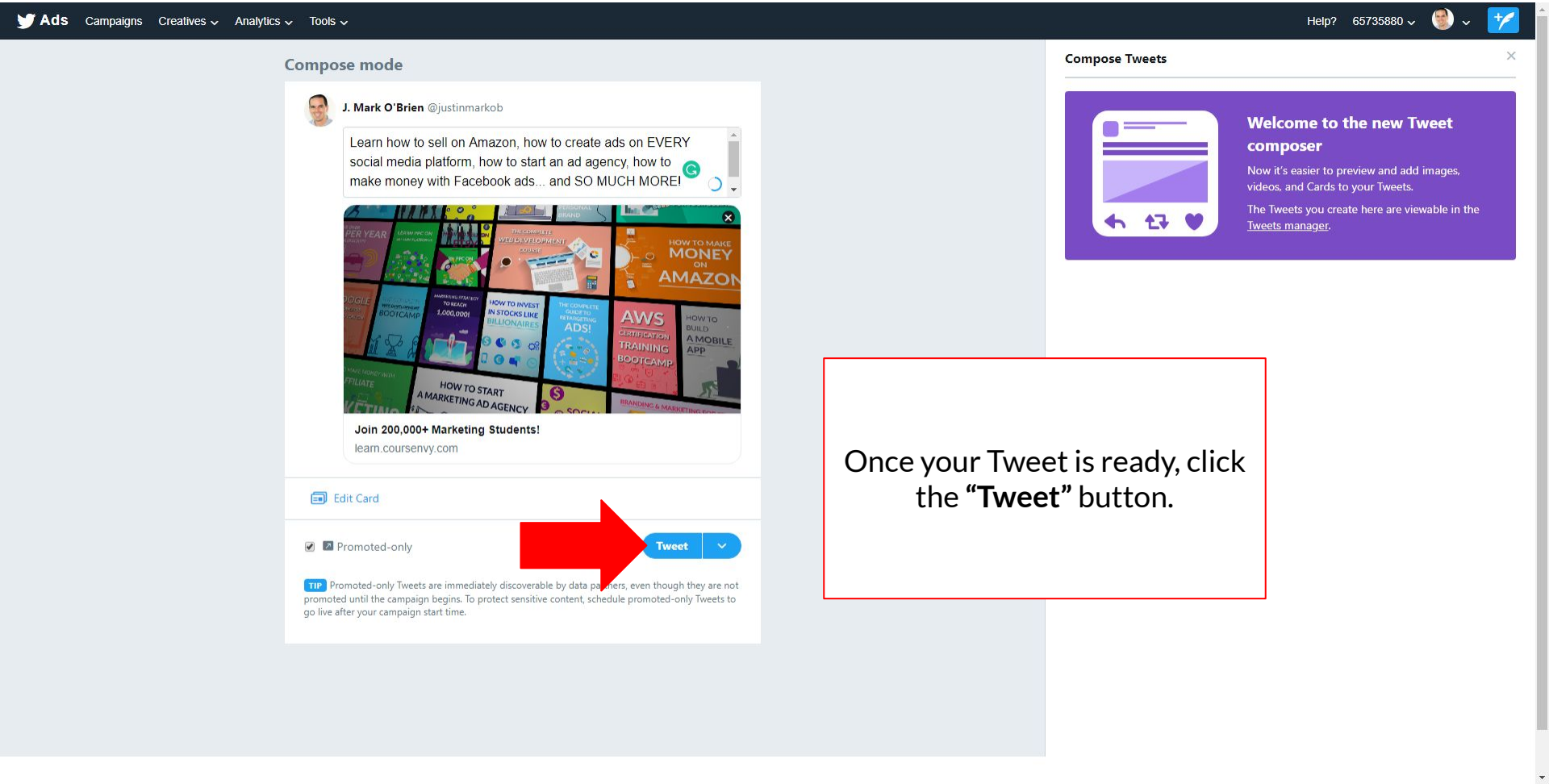
49

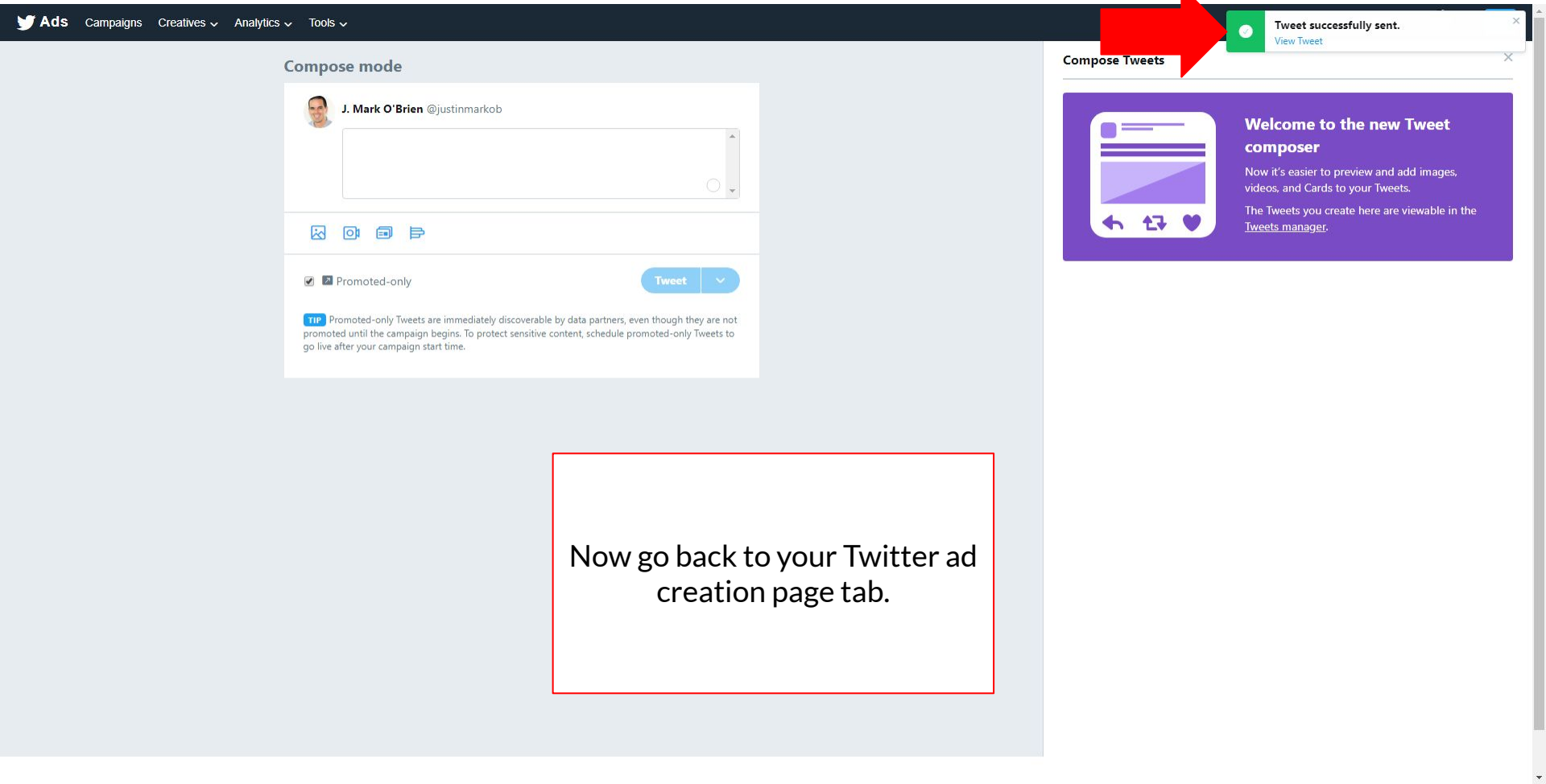
Create

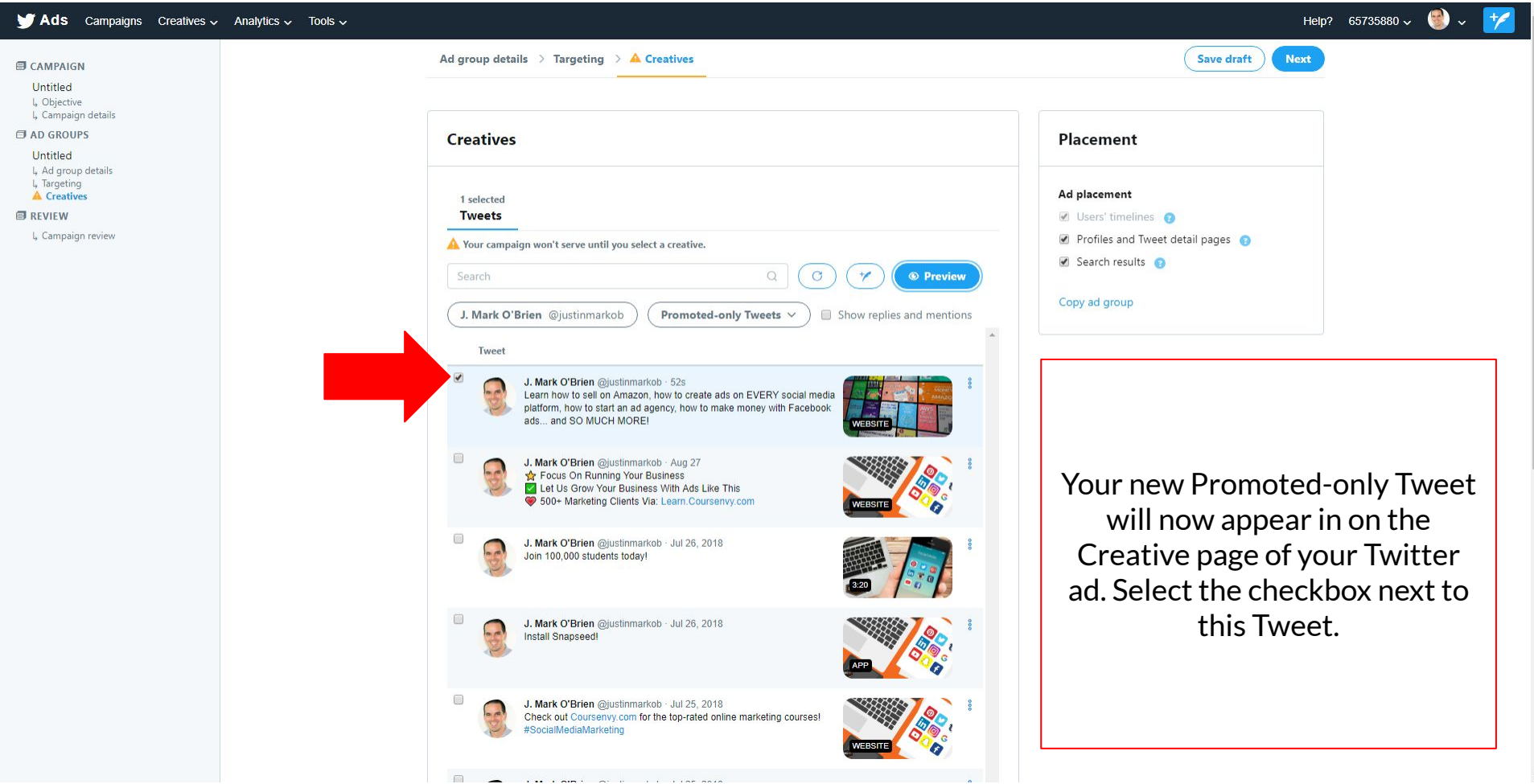


Now that our Website Card is created, go back the Compose page tab and click refresh.

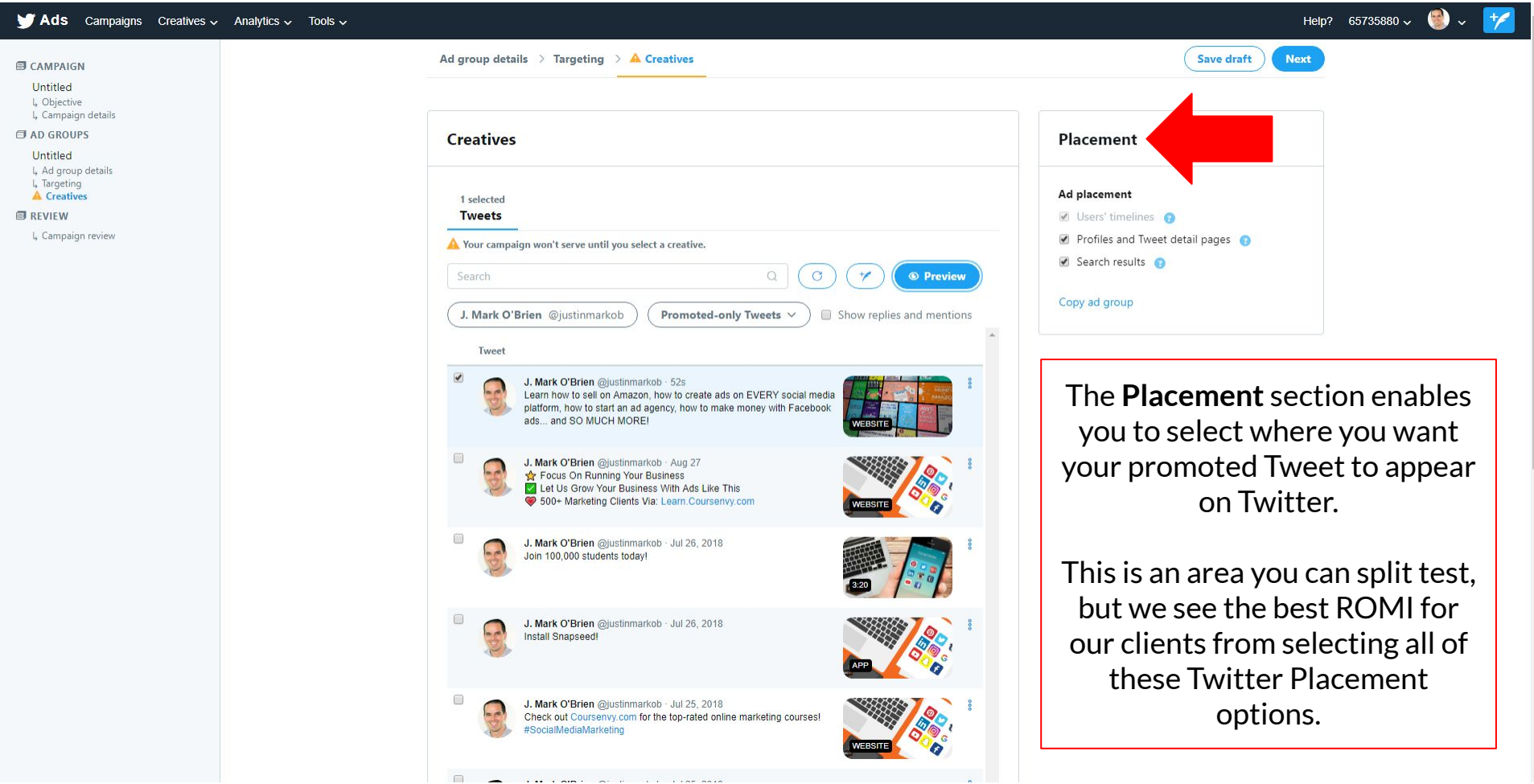

Ads
Campaigns
Creatives
Analytics
Tools
Help?
65735880
Compose mode
J. Mark O'Brien @justinmarkob
Select Card
Choose a Card for your Tweet. To manage or create Cards, go to your Cards library.
Search Cards
Website Card
Photo
Coursenvy Mastery Course Bundle
Aug 28, 2019
Coursenvy homepage
Jul 25, 2018
fitness free videos
Dec 15, 2015
Compose Tweets
Welcome to the new Tweet composer
Now it's easier to preview and add images, videos, and Cards to your Tweets.
The Tweets you create here are viewable in the Tweets manager.
Now select your Twitter Card and compose your Promoted-only Tweet.


Ads
Campaigns
Creatives
Analytics
Tools
Help?
65735880
Compose mode
J. Mark O'Brien @justinmarkob
Learn how to sell on Amazon, how to create ads on EVERY social media platform, how to start an ad agency, how to make money with Facebook ads... and SO MUCH MORE!
Join 200,000+ Marketing Students!
learn.coursenvy.com
Edit Card
Promoted-only
Tweet
TIP Promoted-only Tweets are immediately discoverable by data partners, even though they are not promoted until the campaign begins. To protect sensitive content, schedule promoted-only Tweets to go live after your campaign start time.
Compose Tweets
Welcome to the new Tweet composer
Now it's easier to preview and add images, videos, and Cards to your Tweets.
The Tweets you create here are viewable in the Tweets manager.
Once your Tweet is ready, click the "Tweet" button.


Ads
Campaigns
Creatives
Analytics
Tools
Tweet successfully sent.
View Tweet
Compose mode
J. Mark O'Brien @justinmarkob
Promoted-only
Tweet
TIP Promoted-only Tweets are immediately discoverable by data partners, even though they are not promoted until the campaign begins. To protect sensitive content, schedule promoted-only Tweets to go live after your campaign start time.
Compose Tweets
Welcome to the new Tweet composer
Now it's easier to preview and add images, videos, and Cards to your Tweets.
The Tweets you create here are viewable in the Tweets manager.
Now go back to your Twitter ad creation page tab.



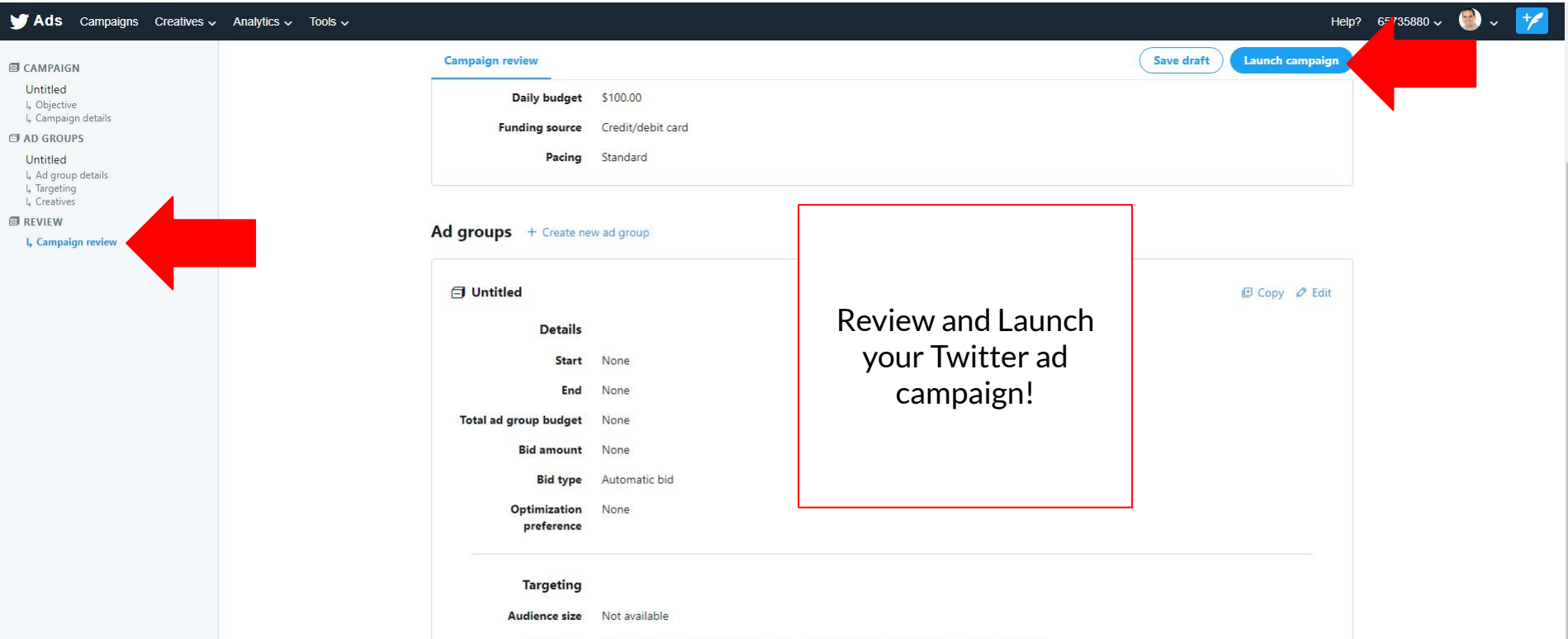
Your new Promoted-only Tweet will now appear in on the Creative page of your Twitter ad. Select the checkbox next to this Tweet.



The **Placement** section enables you to select where you want your promoted Tweet to appear on Twitter.

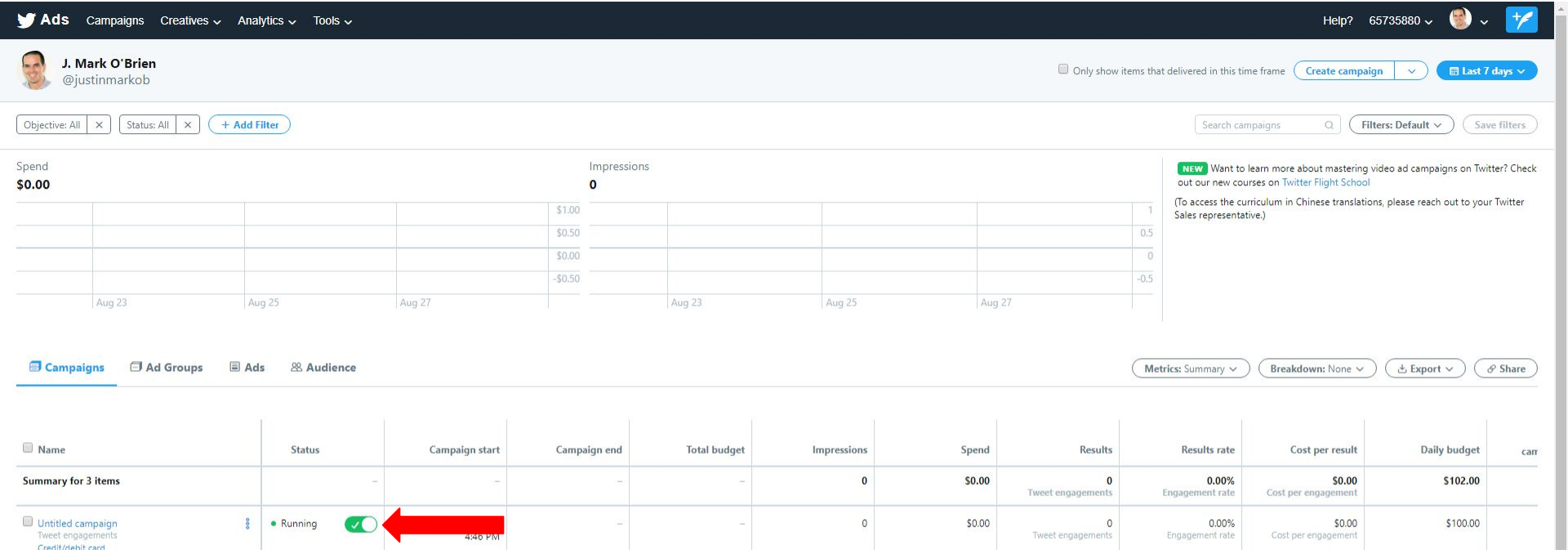
This is an area you can split test, but we see the best ROMI for our clients from selecting all of these Twitter Placement options.

Step 6 → Campaign Review



How to Create a Twitter Ad

- Review your campaigns results and toggle off losing split tests at ads.twitter.com



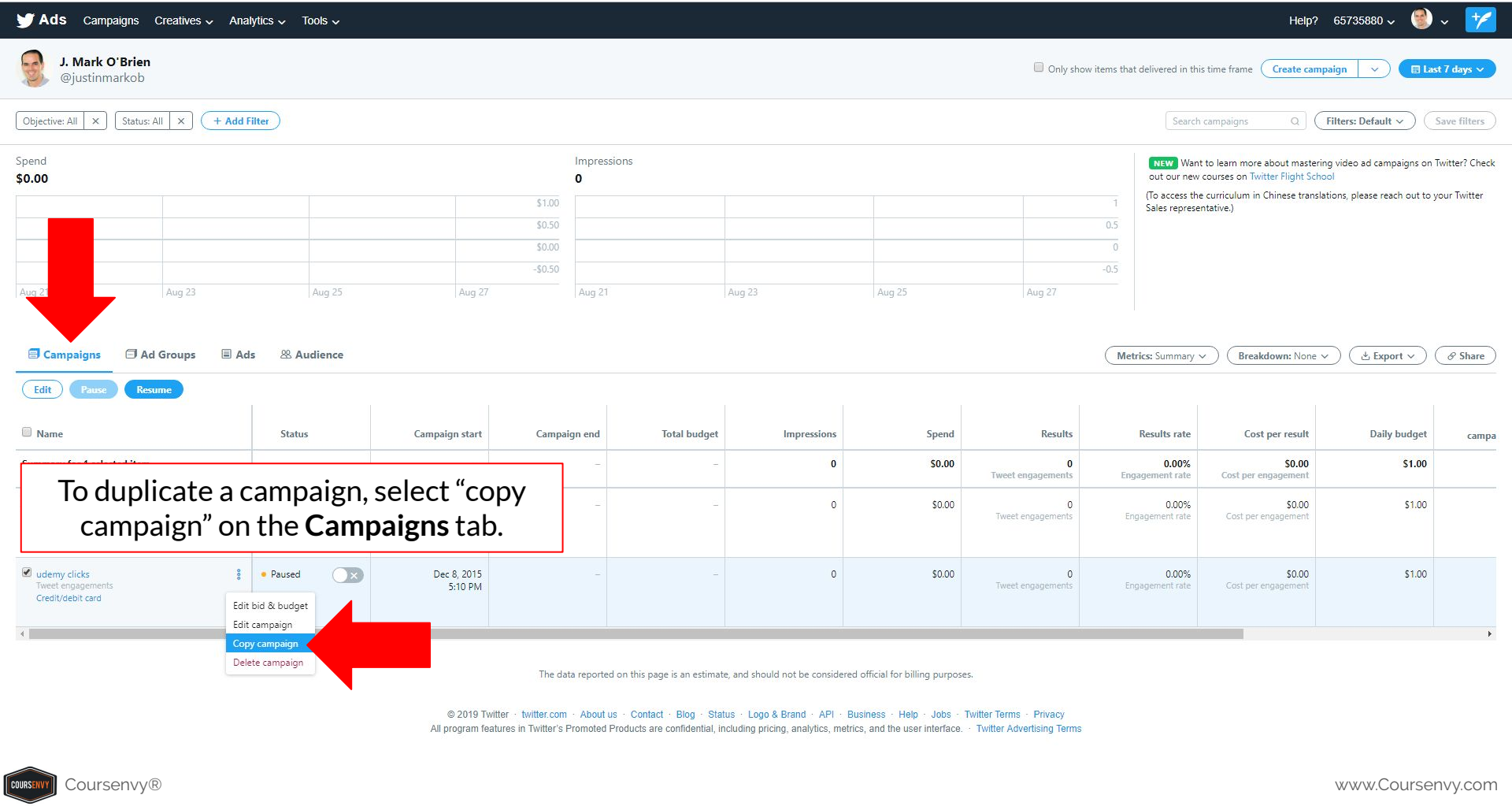
Split Test

Split Testing is CRUCIAL for every type of ad on every ad platform!

- Change one variable at a time in each ad to see what gets the best results.

EXAMPLE: Split test your Tweet text, images, video, ad card, ad targeting, etc.

PRO TIP: Simply duplicate your campaigns to make split testing easier! In the duplicate campaign, edit a single variable in your new split test to see which ad performs better. Never assume you know best… test at least 2-5 ad variations with each campaign until you get the best results!


Ads
Campaigns
Creatives
Analytics
Tools
Help?
65735880
J. Mark O'Brien
@justinmarkob
Only show items that delivered in this time frame
Create campaign
Last 7 days
Objective: All
Status: All
+ Add Filter
Search campaigns
Filters: Default
Save filters
Spend
$0.00
$1.00
$0.50
$0.00
-$0.50
Aug 21
Aug 23
Aug 25
Aug 27
Impressions
0
1
0.5
0
-0.5
Aug 21
Aug 23
Aug 25
Aug 27
NEW Want to learn more about mastering video ad campaigns on Twitter? Check out our new courses on Twitter Flight School
(To access the curriculum in Chinese translations, please reach out to your Twitter Sales representative.)
Campaigns
Ad Groups
Ads
Audience
Metrics: Summary
Breakdown: None
Export
Share
Edit
Pause
Resume
Name
Status
Campaign start
Campaign end
Total budget
Impressions
Spend
Results
Results rate
Cost per result
Daily budget
campa
0
$0.00
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Tweet engagements
0.00%
Engagement rate
$0.00
Cost per engagement
$1.00
udemy clicks
Tweet engagements
Credit/debit card
Paused
Dec 8, 2015
5:10 PM
Edit bid & budget
Edit campaign
Copy campaign
Delete campaign
To duplicate a campaign, select “copy campaign” on the Campaigns tab.
The data reported on this page is an estimate, and should not be considered official for billing purposes.
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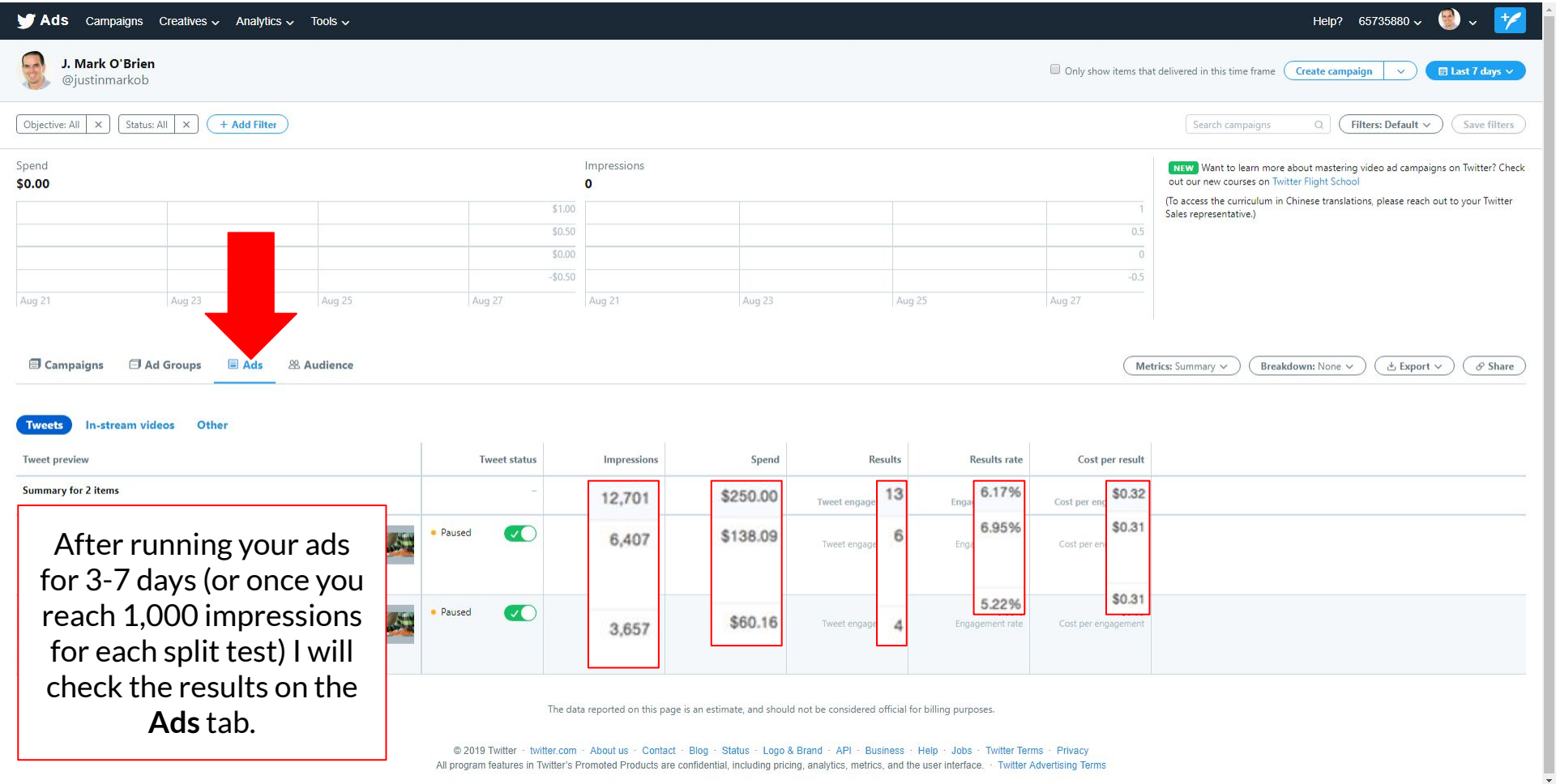
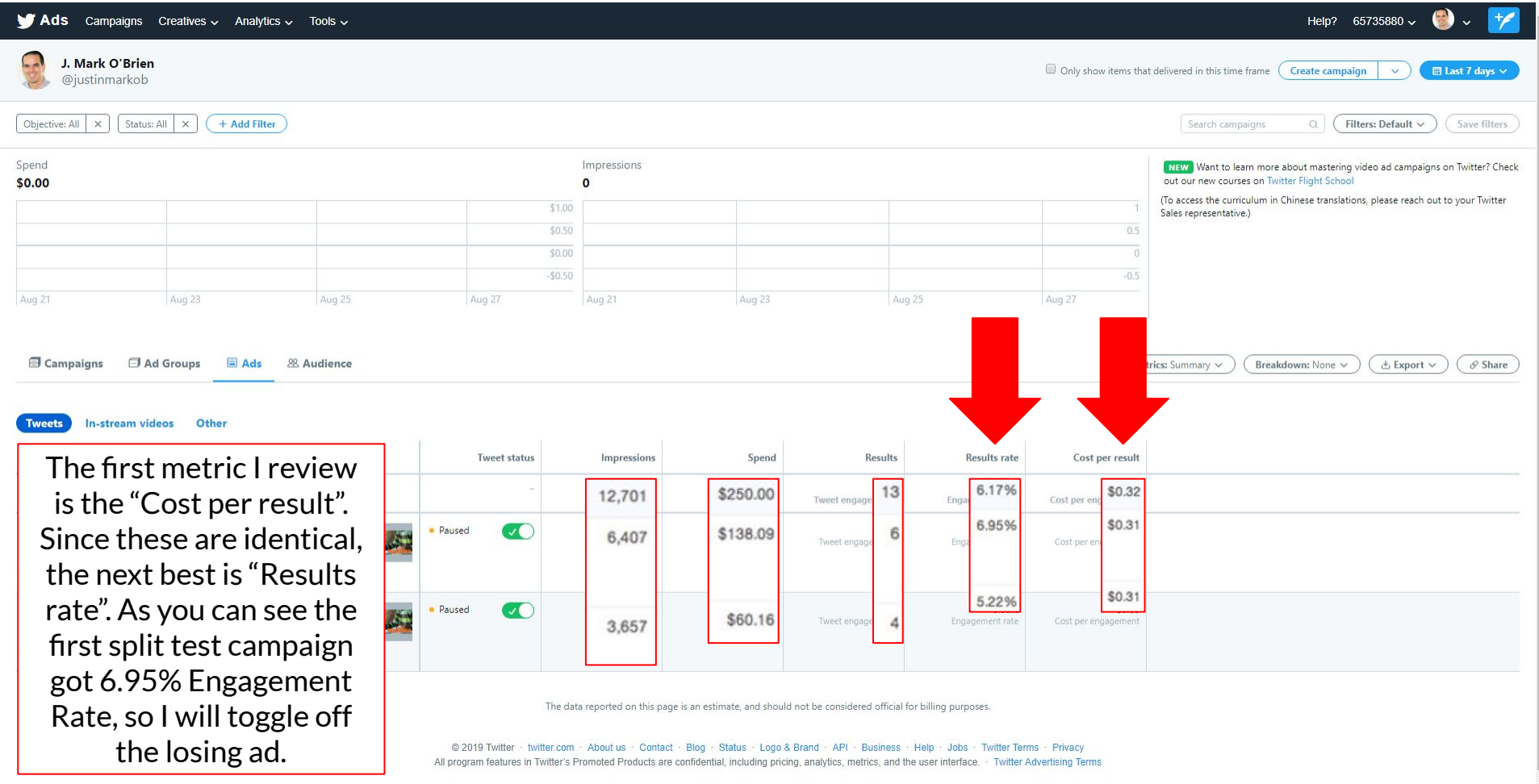


After running your ads for 3-7 days (or once you reach 1,000 impressions for each split test) I will check the results on the **Ads** tab.



The first metric I review is the "Cost per result". Since these are identical, the next best is "Results rate". As you can see the first split test campaign got 6.95% Engagement Rate, so I will toggle off the losing ad.

EXAMPLE: Split Test → Targeting

Start BROAD with your targeting in your first campaigns in order to cast a wide net and therefore build up your Twitter Tailored Audiences (which you can then retarget in future ads).

EXAMPLE:

- I like to start by targeting at least 1 “Follower look-alike” in my first campaign split test, and then 1 “Interests” in my second campaign split test. I will usually split test 5-10 individual “Follower look-alike” vs “Interests” at a time to see which gets the highest engagement rate.
- I also like to split test by age, sex, and location!

Campaign details
AD GROUPS
Untitled
Ad group details
Targeting
Creatives
REVIEW
Campaign review

Ad group details > Targeting > Creatives

Save draft Next

Locations, languages, technology

All | Search

Bulk upload

Locations

United States ×

Target people who first used Twitter on a new device or carrier

Audience features

Keywords, events, behaviors, interests, follower look-alikes, movies, and TV shows

All > Follower look-alikes | entrepreneur

FOLLOWER LOOK-ALIKES

Entrepreneur, @Entrepreneur	Add
Young Entrepreneur®, @YoungEnt	Add
Entrepreneur Magazine South Africa, @Entrepreneur_SA	Add
Entrepreneur ME, @EntMagazineME	Add
Women Entrepreneur, @WomenEnt	Add
Entrepreneurs' Org, @EntrepreneurOrg	Add
Mike Kawula us Entrepreneur, @MikeKawula	Add
Entrepreneur, @BetaBlox	Add
davidcowan, @davidcowan	Add
Mitchell Hartman, @entrepreneurguy	Add

Additional options

64.2M
Entrepreneur, @Entrepreneur

Follower look-alikes

Target people with interests similar to an account's followers. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter.

Audience summary

Defining your own audience is optional. Twitter continuously optimizes your campaign for high performance so providing fewer targeting parameters may improve your results.

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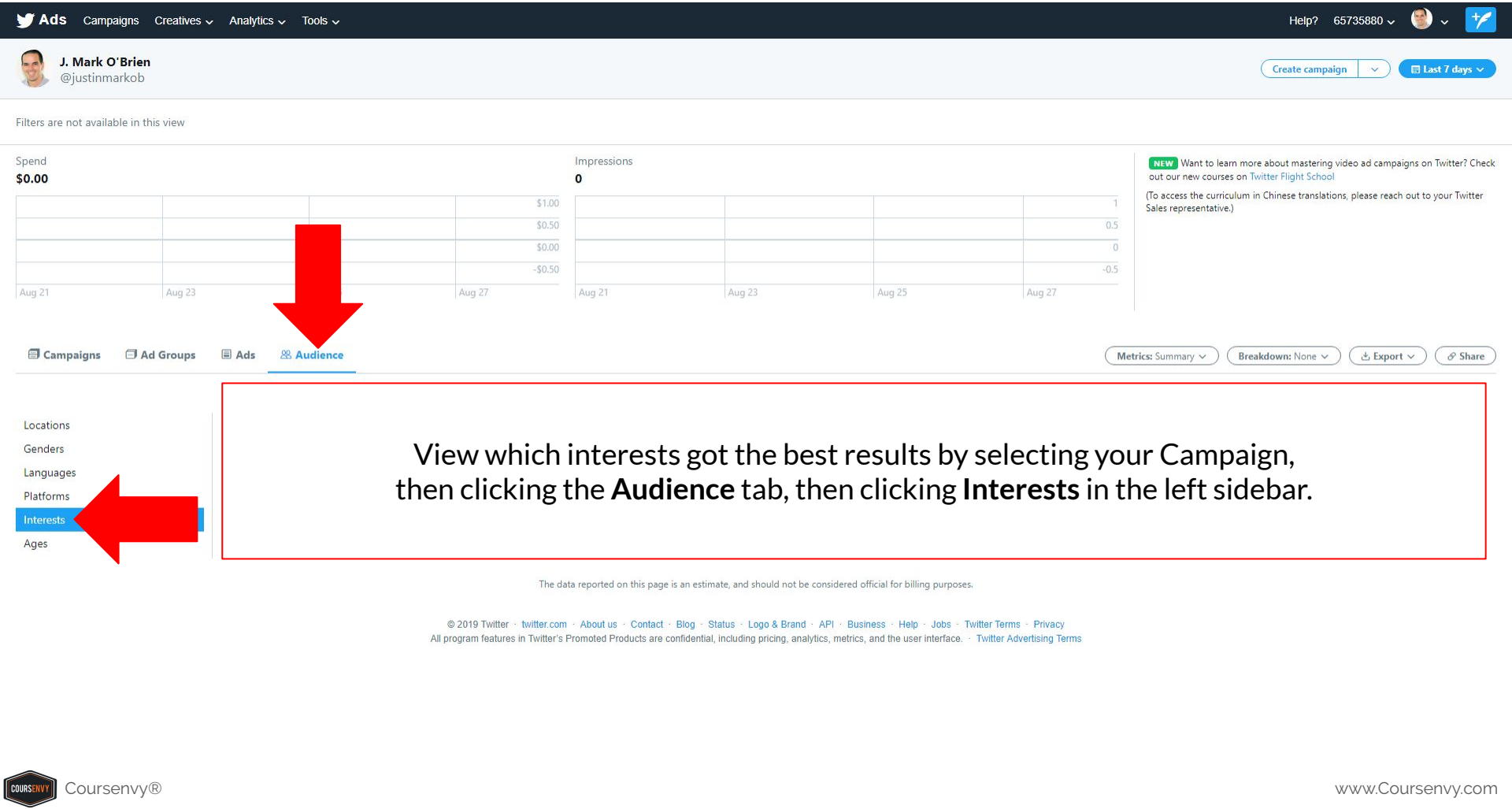
Ads
Campaigns
Creatives
Analytics
Tools
Help?
65735880
J. Mark O'Brien
@justinmarkob
Create campaign
Last 7 days
Filters are not available in this view
Spend
$0.00
$1.00
$0.50
$0.00
-$0.50
Aug 21
Aug 23
Aug 27
Impressions
0
1
0.5
0
-0.5
Aug 21
Aug 23
Aug 25
Aug 27
NEW Want to learn more about mastering video ad campaigns on Twitter? Check out our new courses on Twitter Flight School
(To access the curriculum in Chinese translations, please reach out to your Twitter Sales representative.)
Campaigns
Ad Groups
Ads
Audience
Metrics: Summary
Breakdown: None
Export
Share
Locations
Genders
Languages
Platforms
Interests
Ages
View which interests got the best results by selecting your Campaign, then clicking the Audience tab, then clicking Interests in the left sidebar.
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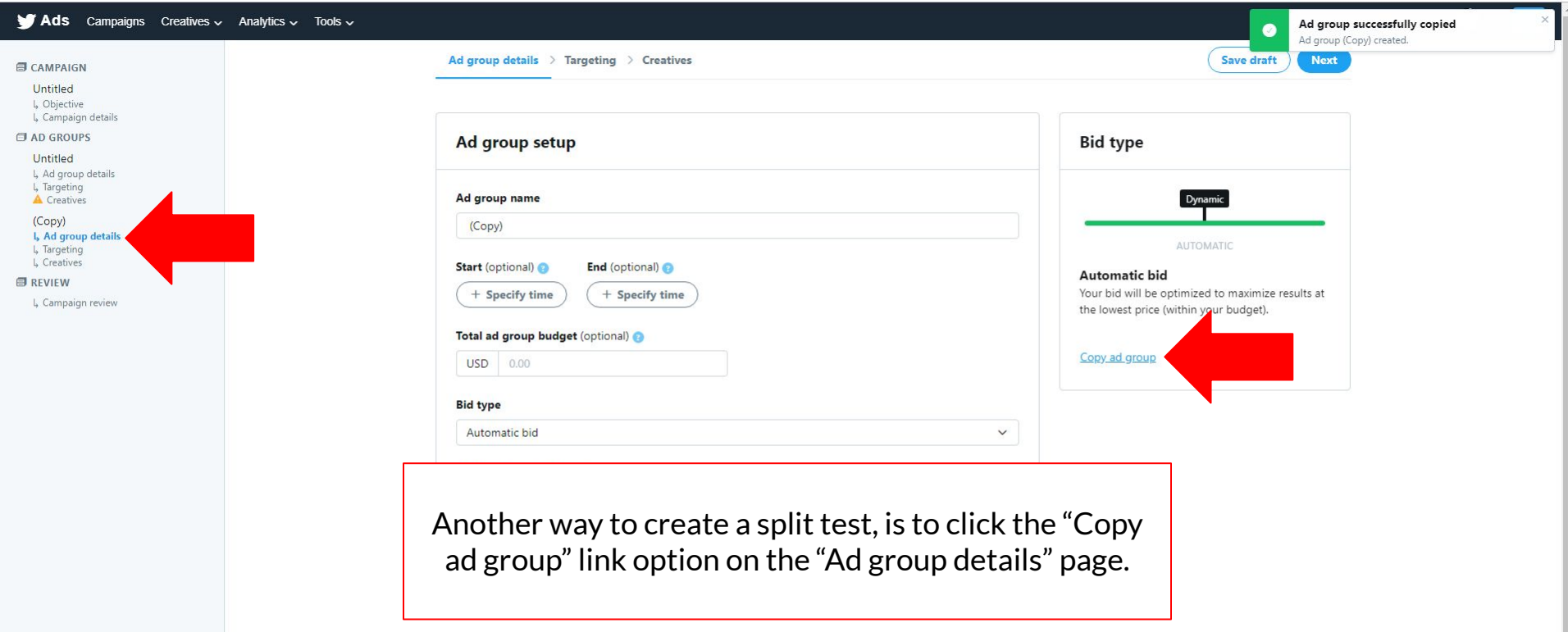
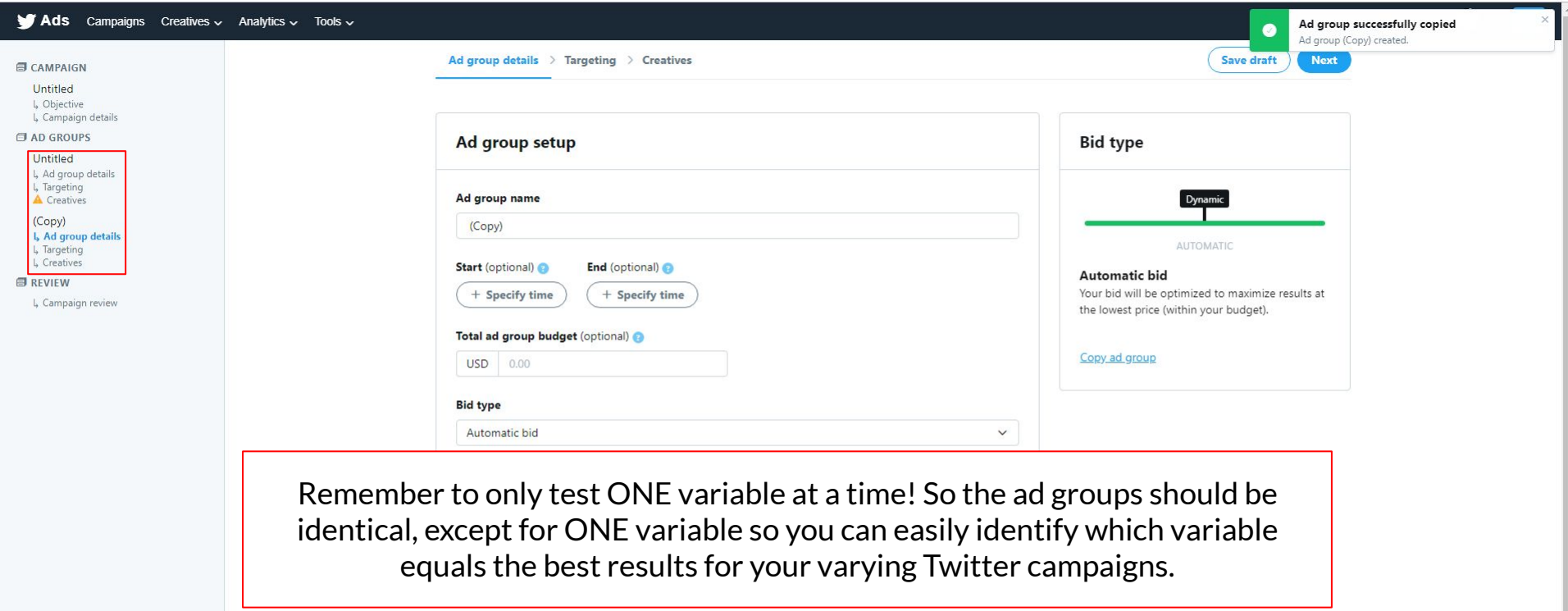
Split Test During Ad Creation



Another way to create a split test, is to click the “Copy ad group” link option on the “Ad group details” page.

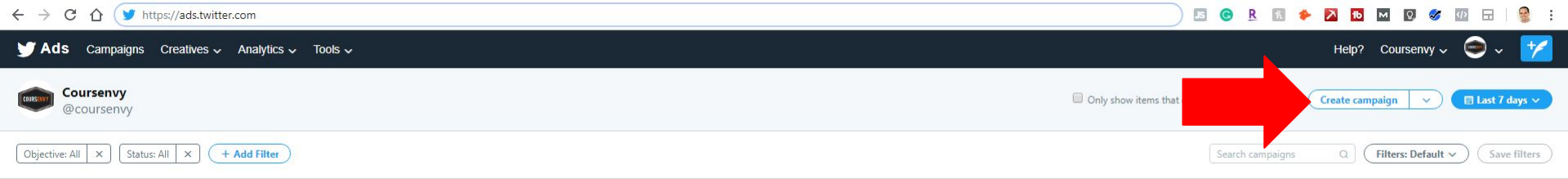
Split Test During Ad Creation



Remember to only test ONE variable at a time! So the ad groups should be identical, except for ONE variable so you can easily identify which variable equals the best results for your varying Twitter campaigns.

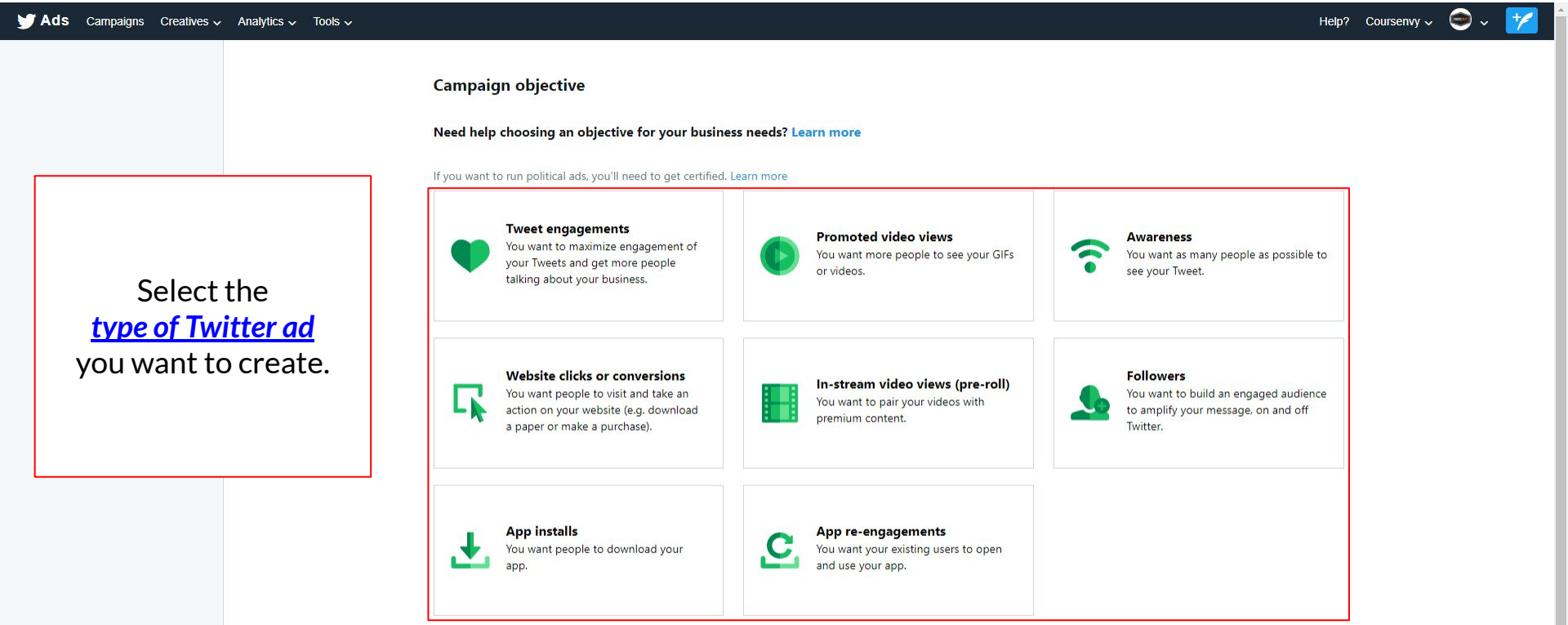
Types of Twitter Ads

- Now let's discuss the various types of Twitter Ads.
- Navigate to ads.twitter.com
- To create a new Twitter Ad, click the **"Create Campaign"** button.

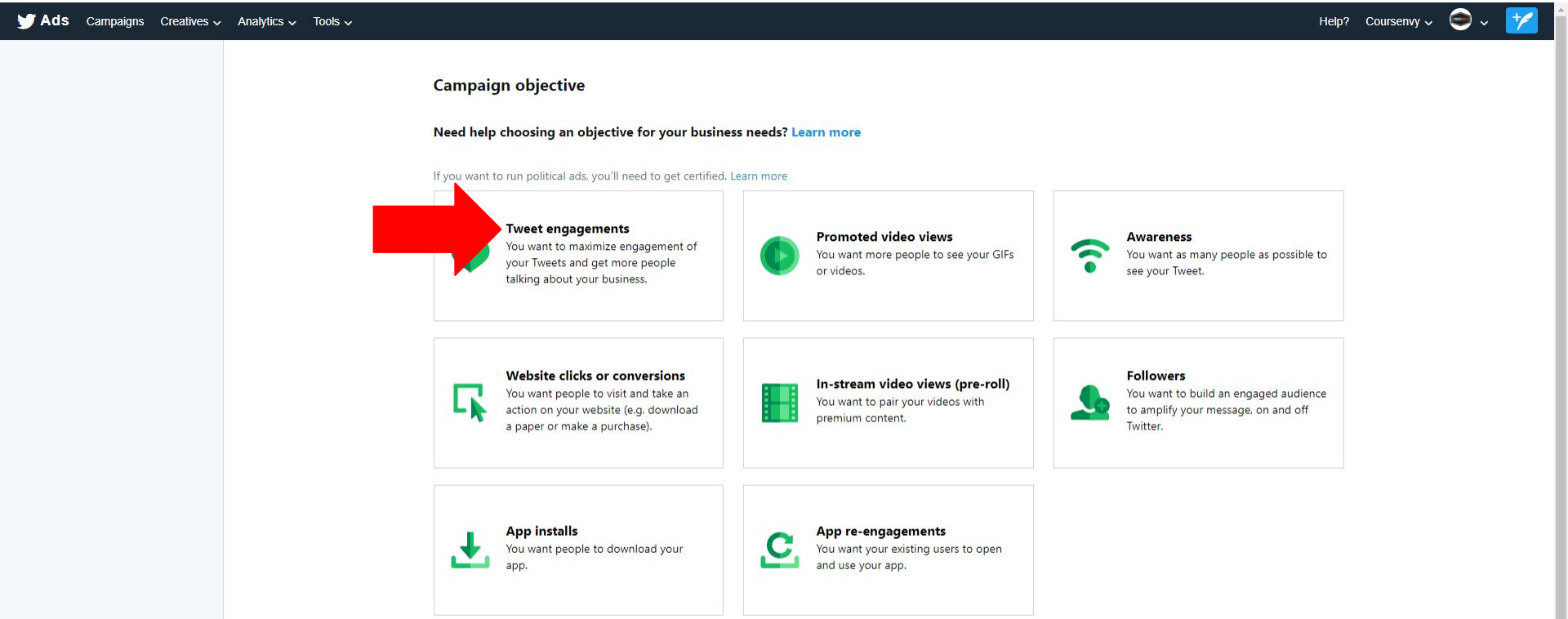


Types of Twitter Ads (Campaign Objective)

Select the *type of Twitter ad* you want to create.


Ads
Campaigns
Creatives
Analytics
Tools
Help?
Coursenvy
Campaign objective
Need help choosing an objective for your business needs? Learn more
If you want to run political ads, you'll need to get certified. Learn more
Tweet engagements
You want to maximize engagement of your Tweets and get more people talking about your business.
Promoted video views
You want more people to see your GIFs or videos.
Awareness
You want as many people as possible to see your Tweet.
Website clicks or conversions
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).
In-stream video views (pre-roll)
You want to pair your videos with premium content.
Followers
You want to build an engaged audience to amplify your message, on and off Twitter.
App installs
You want people to download your app.
App re-engagements
You want your existing users to open and use your app.

Tweet Engagements


Ads
Campaigns
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Tools
Help?
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You want to build an engaged audience to amplify your message, on and off Twitter.
App installs
You want people to download your app.
App re-engagements
You want your existing users to open and use your app.

Tweet Engagements

Tweet engagement campaigns promote Tweets that are:

1. Published organically via your Twitter.
   OR
2. You can choose to create Tweets that are ONLY promoted to the audiences you target in this Tweet Engagement campaign. Great for if you don't want to clutter up your Twitter feed with promotional Tweets.

You only pay when users you target ENGAGE with your content! Use this ad type when you want to:

- ➢ Maximize engagement with your Tweets
- ➢ When you don't have many followers
- ➢ If you just want to get new users engaging with your Tweets

Tweet Engagements

Engagement = Total number of times a user interacted with a Tweet. This includes clicks anywhere on the Tweet (i.e. link clicks, card clicks, hashtag clicks, embedded media clicks, username clicks, profile photo clicks, or Tweet text expansion), retweets, replies, follows, or likes.

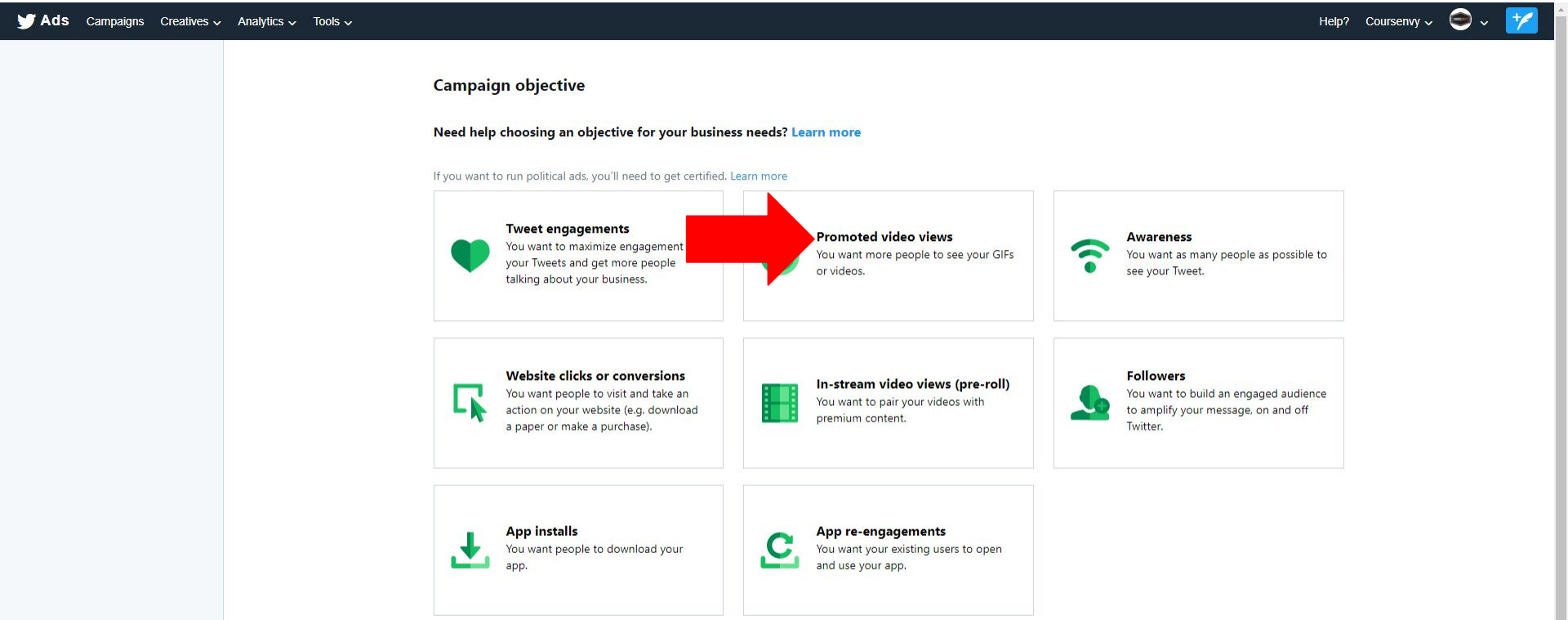
Engagement Rate = Number of engagements divided by impressions.

Tweet Engagements

Engagement ads are one of my favorite on Twitter because they allow you to truly mix the Clicks/Conversions ad type with Engagement!

EXAMPLE: I include a link in my Tweets, so I can double dip on Engagements of the Tweet and possible link clicks!

Promoted Video Views


Ads
Campaigns
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Analytics
Tools
Help?
Coursenvy
Campaign objective
Need help choosing an objective for your business needs? Learn more
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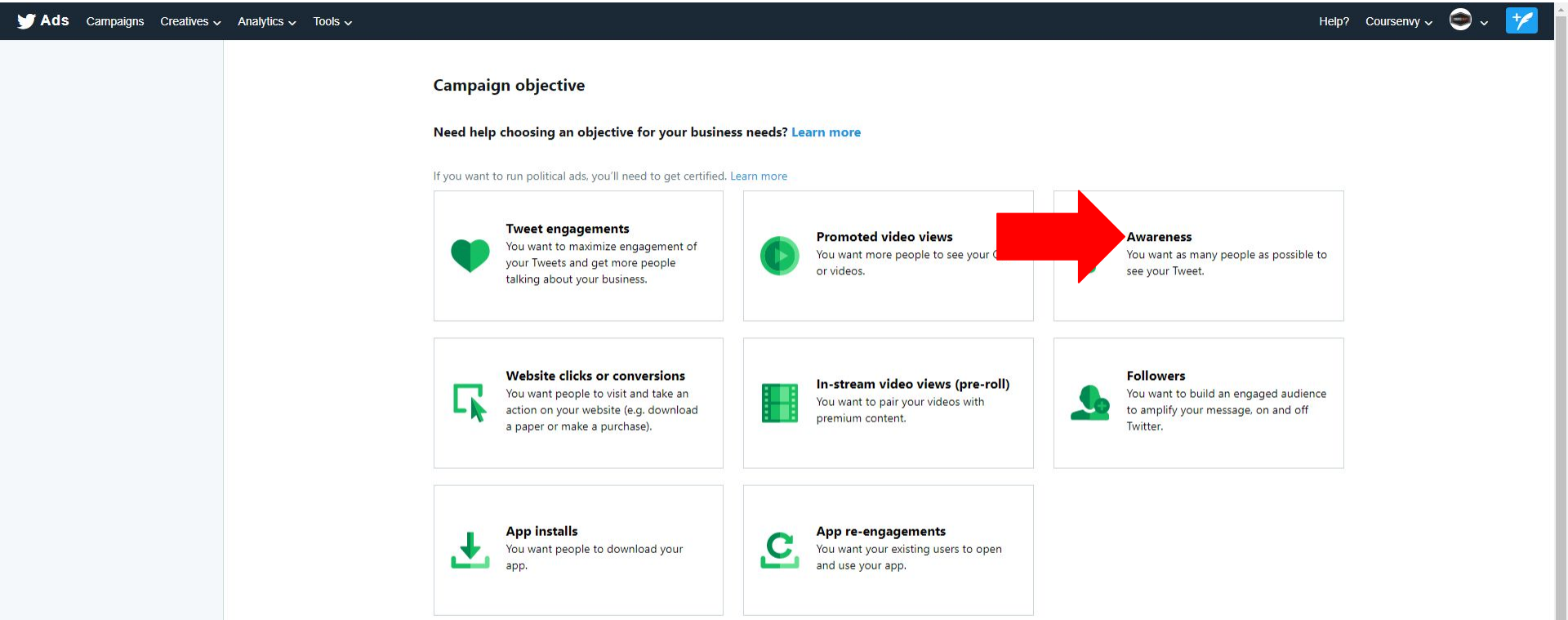
You want to maximize engagement your Tweets and get more people talking about your business.
Promoted video views
You want more people to see your GIFs or videos.
Awareness
You want as many people as possible to see your Tweet.
Website clicks or conversions
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).
In-stream video views (pre-roll)
You want to pair your videos with premium content.
Followers
You want to build an engaged audience to amplify your message, on and off Twitter.
App installs
You want people to download your app.
App re-engagements
You want your existing users to open and use your app.

Promoted Video Views

- Promote your videos (and GIFs) to reach a targeted audience of your choice.
- Your videos will autoplay when users scroll (encouraging users to click).
- With this ad, you only pay for the number of promoted video views.

Awareness


Ads
Campaigns
Creatives
Analytics
Tools
Help?
Coursenvy
Campaign objective
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You want more people to see your
or videos.
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You want to pair your videos with premium content.
Followers
You want to build an engaged audience to amplify your message, on and off Twitter.
App installs
You want people to download your app.
App re-engagements
You want your existing users to open and use your app.

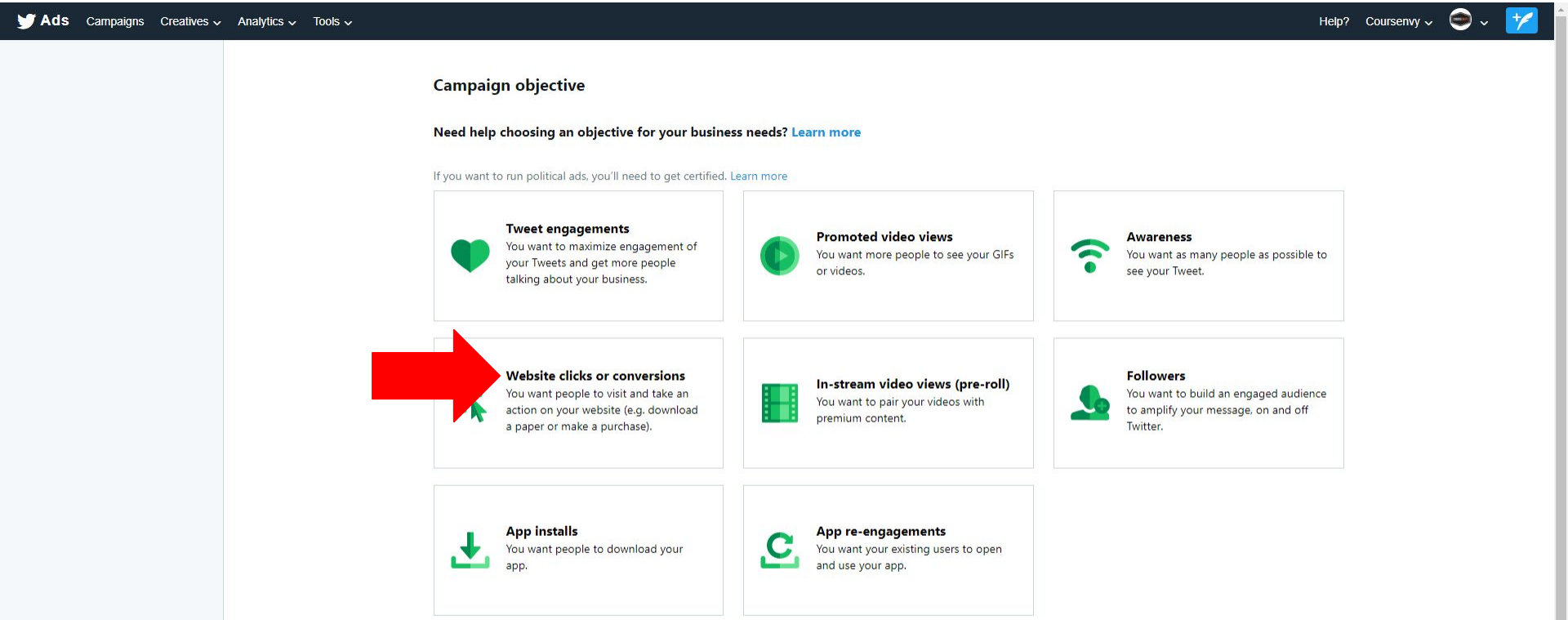
Awareness

- Use Awareness ads to promote your Tweets that are meant to raise awareness of your brand and brand's message… i.e. the “internet billboard”!

- This ad is focused on number of impressions (CPM)... showing your Tweet to the maximum number of people! You pay per 1000 impressions.

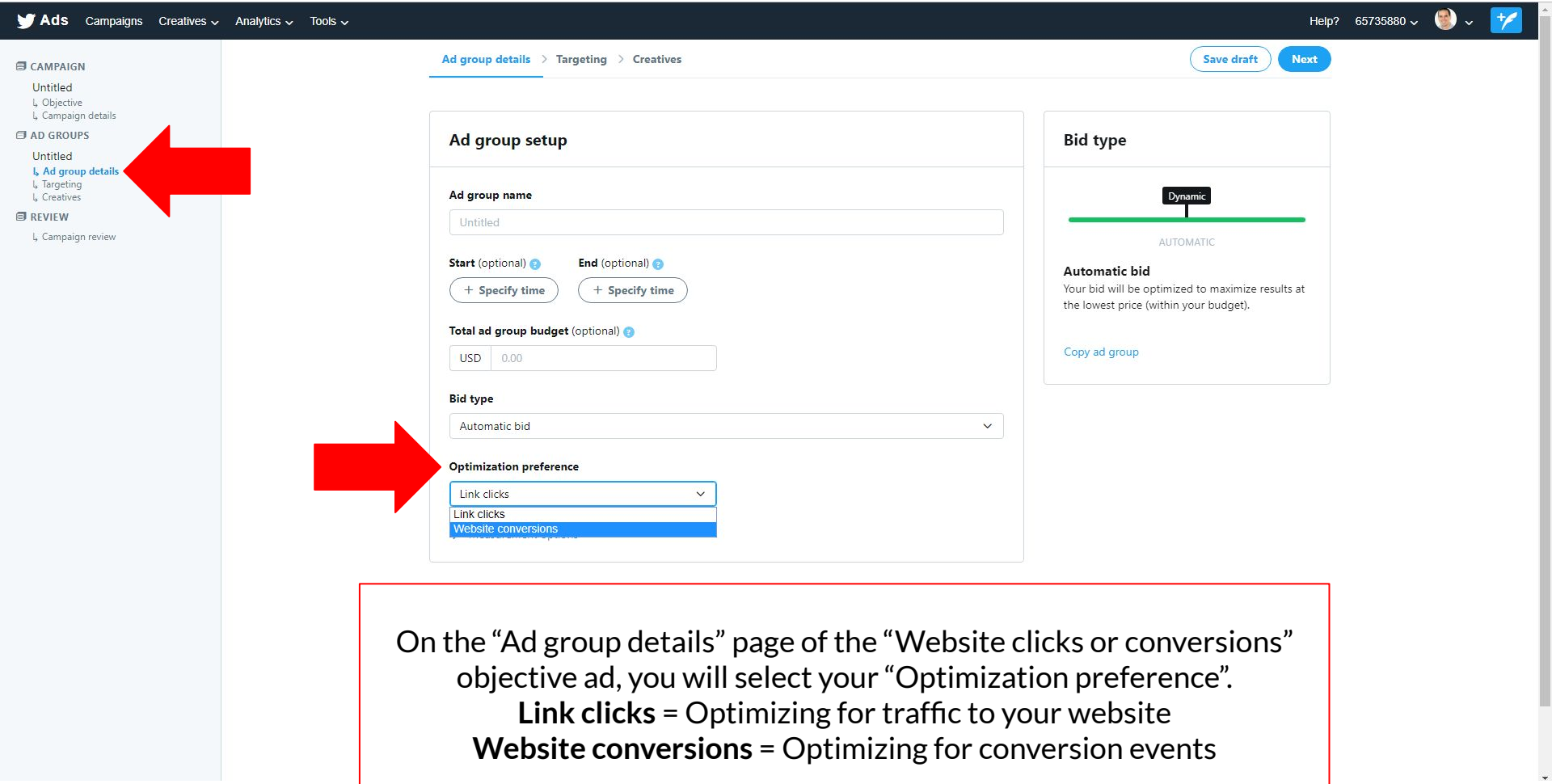
PRO TIP: The average sale takes 7 touchpoints with a customer (i.e. a user seeing your ad or content 7 times before they take action! To speed up my touchpoints, I start with brand awareness ads targeted at a totally new audience relevant to my brand, then retarget them with Website Click ads, then retarget this warm Twitter Audience until they convert!

Website Clicks or Conversions


Ads
Campaigns
Creatives
Analytics
Tools
Help?
Coursenvy
Campaign objective
Need help choosing an objective for your business needs? Learn more
If you want to run political ads, you'll need to get certified. Learn more
Tweet engagements
You want to maximize engagement of your Tweets and get more people talking about your business.
Promoted video views
You want more people to see your GIFs or videos.
Awareness
You want as many people as possible to see your Tweet.
Website clicks or conversions
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).
In-stream video views (pre-roll)
You want to pair your videos with premium content.
Followers
You want to build an engaged audience to amplify your message, on and off Twitter.
App installs
You want people to download your app.
App re-engagements
You want your existing users to open and use your app.

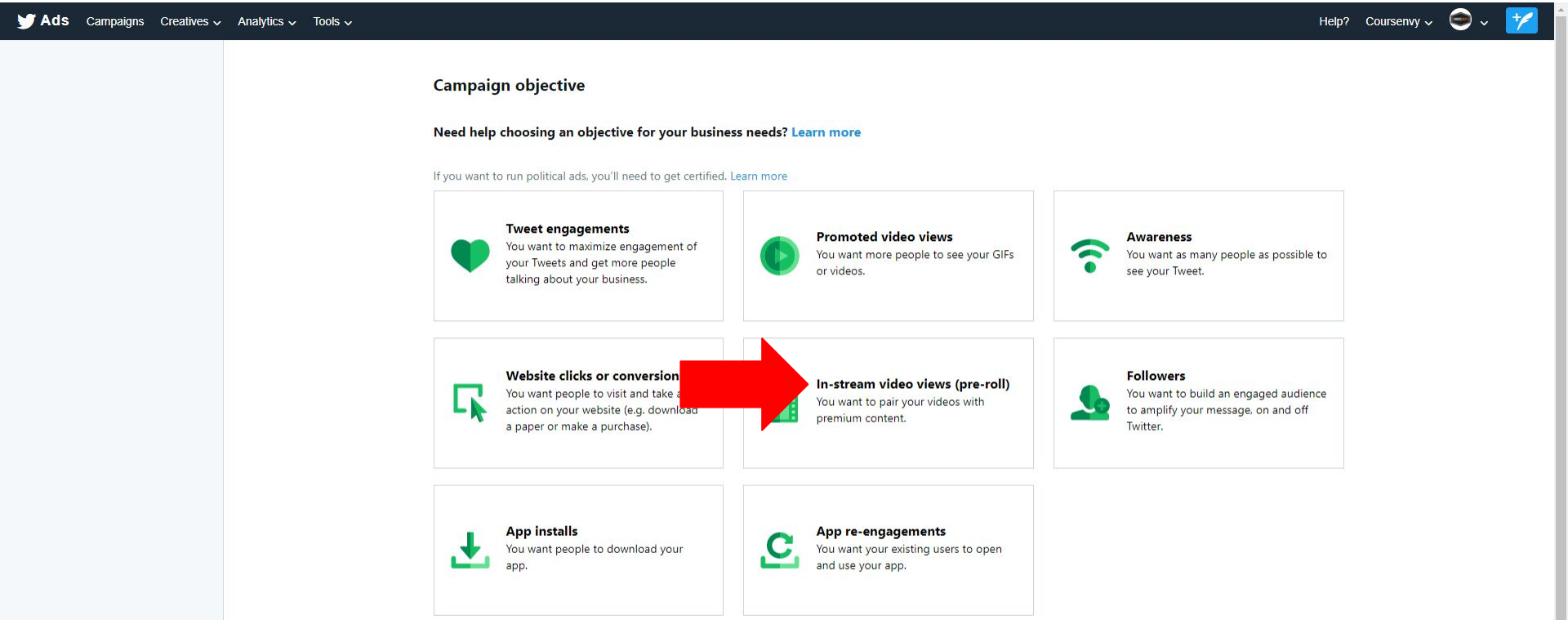
Website Clicks or Conversions

- Use this ad to promote your Tweets to people who will visit your website and take action/convert (i.e. sign up for your newsletter, read a blog post, make a purchase, etc.)
- You pay per website link click.
- Conversions on your website are tracked with “Twitter Conversion Tracking”.



On the “Ad group details” page of the “Website clicks or conversions” objective ad, you will select your “Optimization preference”.
Link clicks = Optimizing for traffic to your website
Website conversions = Optimizing for conversion events

In-Stream Video Views (Pre-Roll)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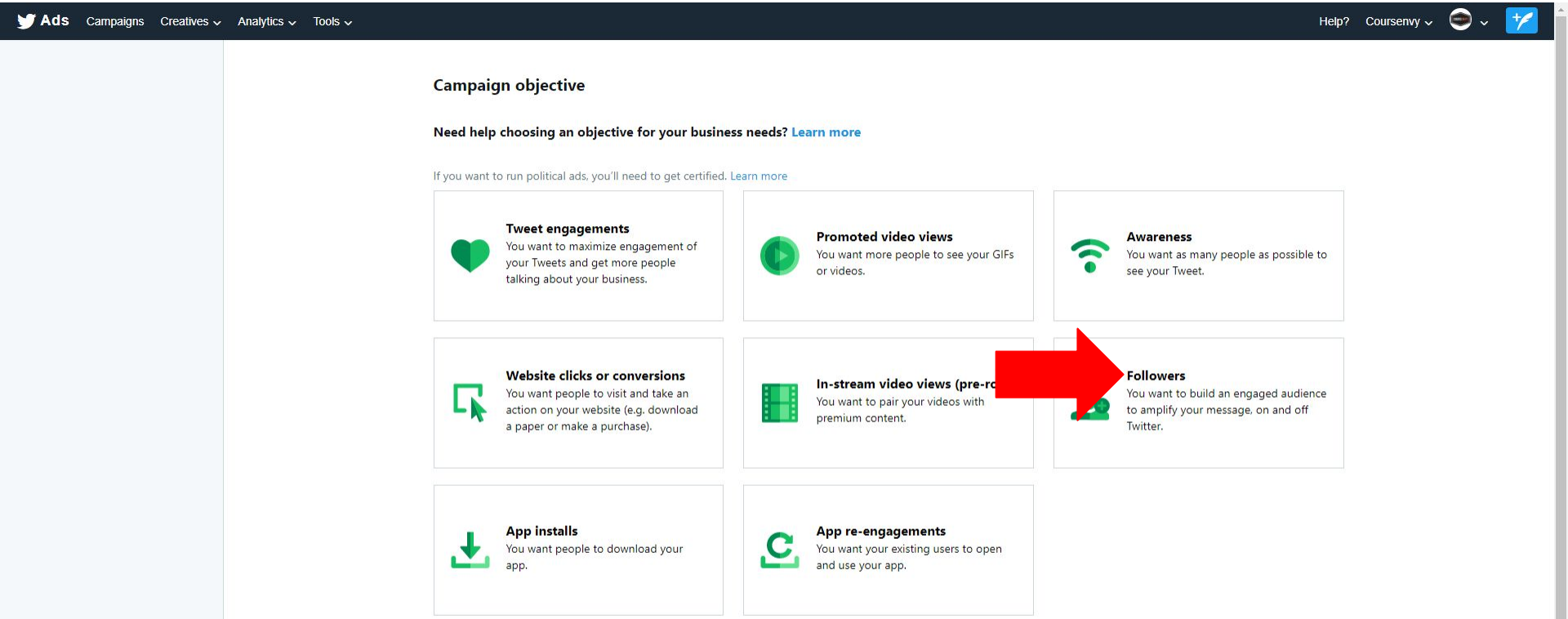
In-Stream Video Views (Pre-Roll)

- While “Promoted Video Views” ads promote your own video that you want more views for, “In-Stream Video Views (Pre-Roll)” ads are your short video ads that run before videos by popular Twitter users and publishers. Think of these more like a short TV commercial that run before other user’s videos play.

- Your videos will run alongside premium Twitter video content and you just pay for the number of in-stream video views.

Followers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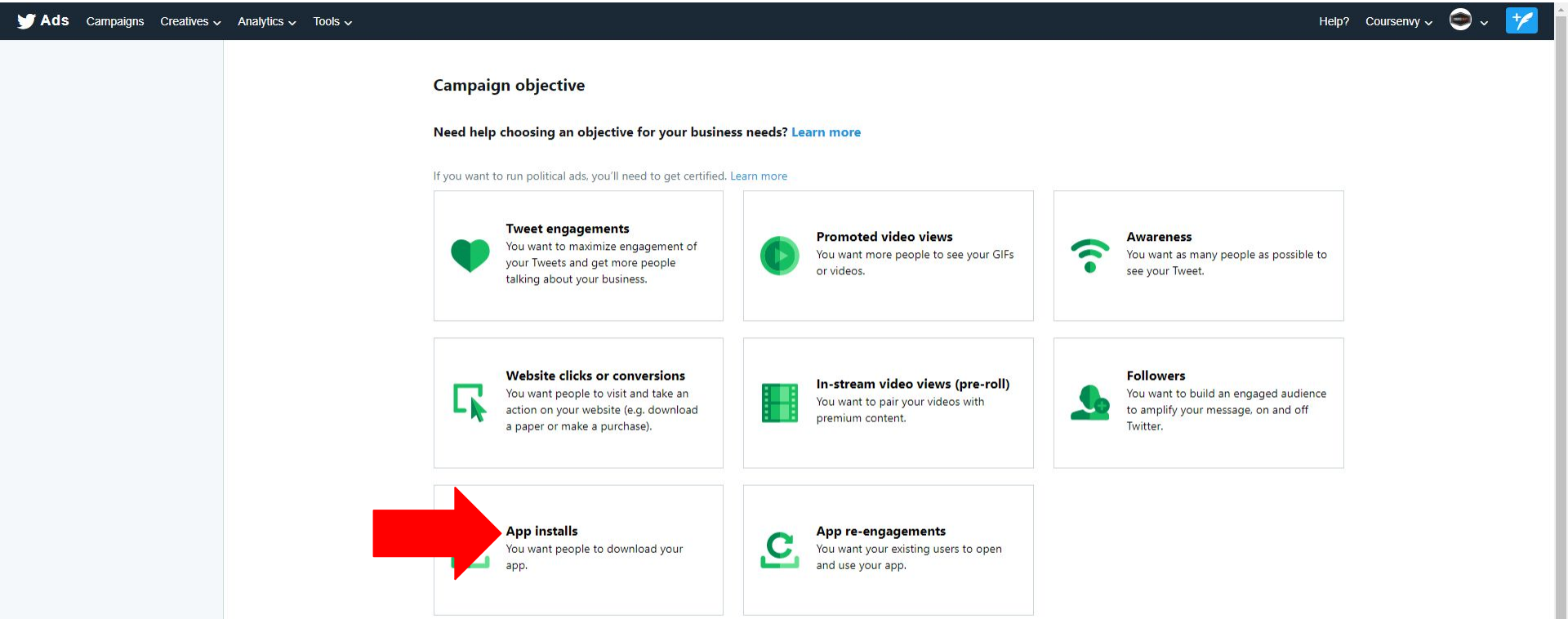
Followers

- Grow your Twitter account followers with this ad type! You pay only for each follower you gain.

- More followers means more people seeing your Tweets… which means more people to Retweet, engage, and share your Tweets with others!

App Installs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Mobile Apps

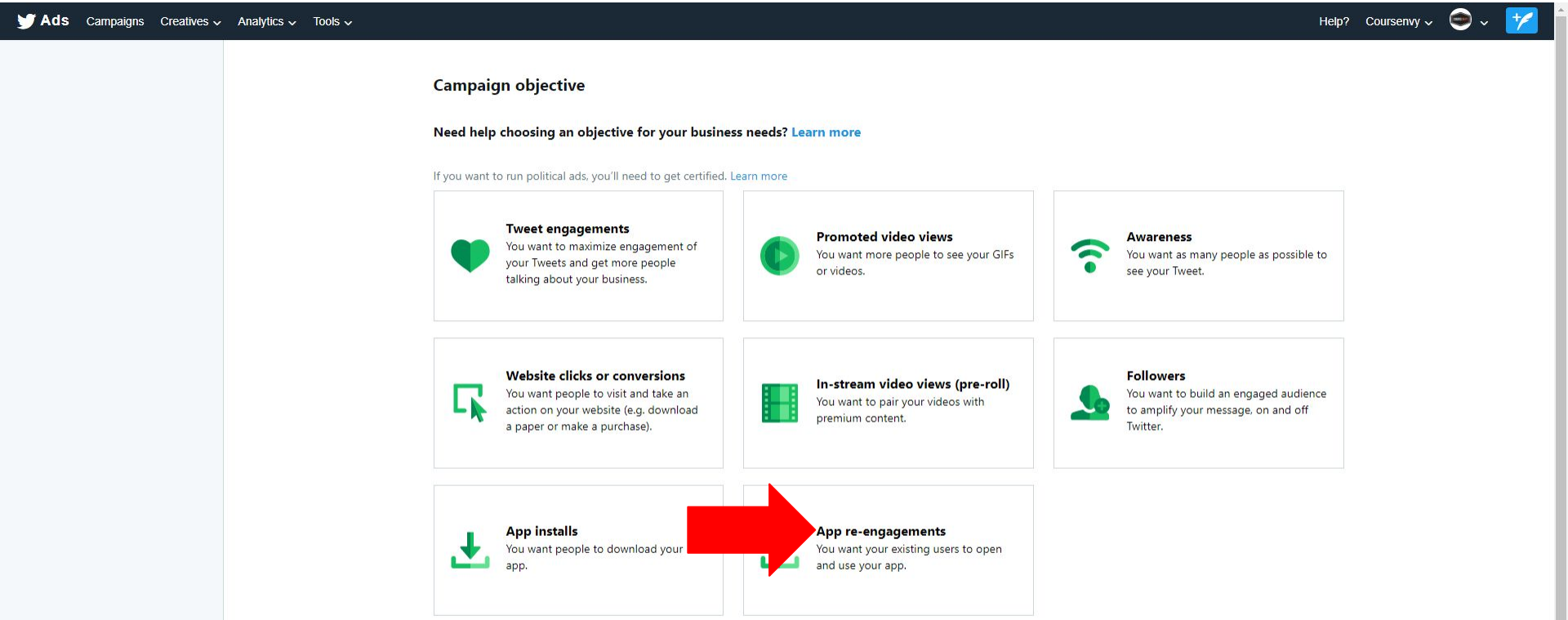
Millions of users from around the world access Twitter daily and about 80% of them do so from a mobile device!

Mobile app promotion enables advertisers to target these users to drive cost-effective app installs and engagements!

App Installs

- Use these ads to promote your Tweets to an audience likely to download your app.
- You pay for the number of app clicks or installs.

App Re-Engagements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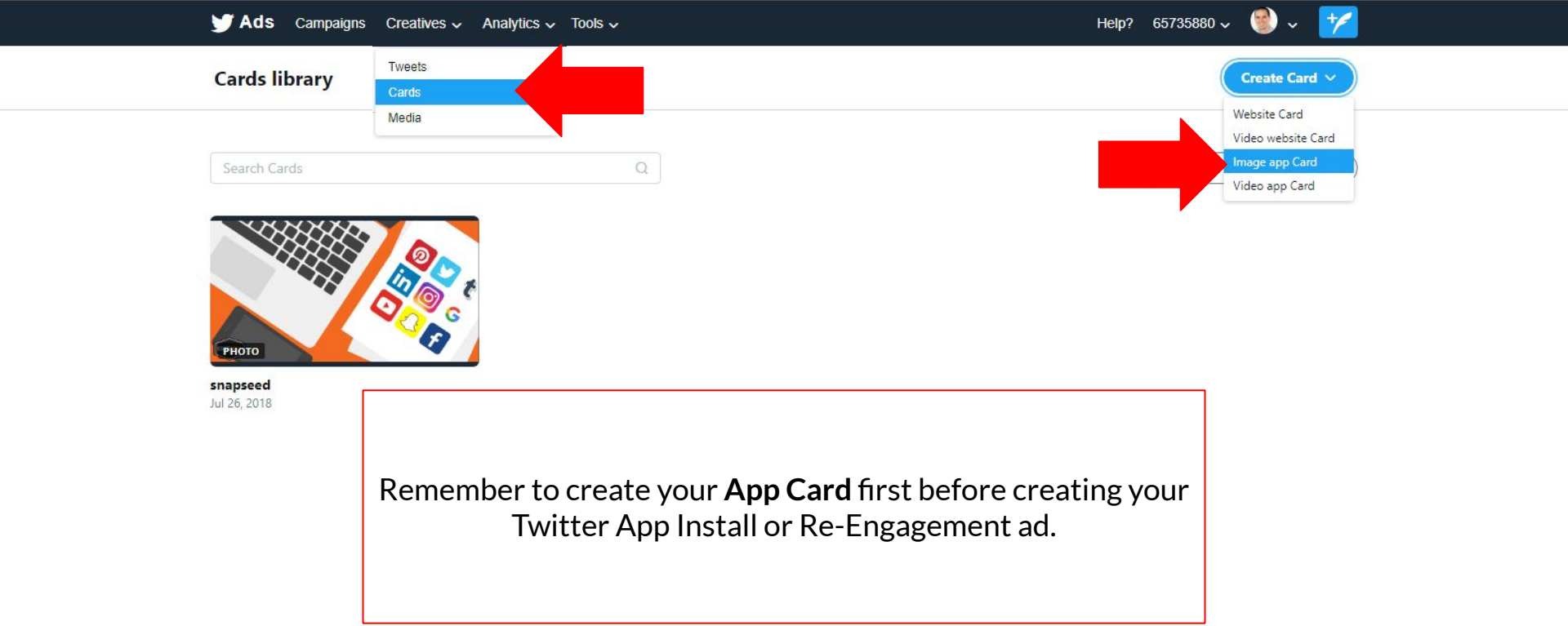
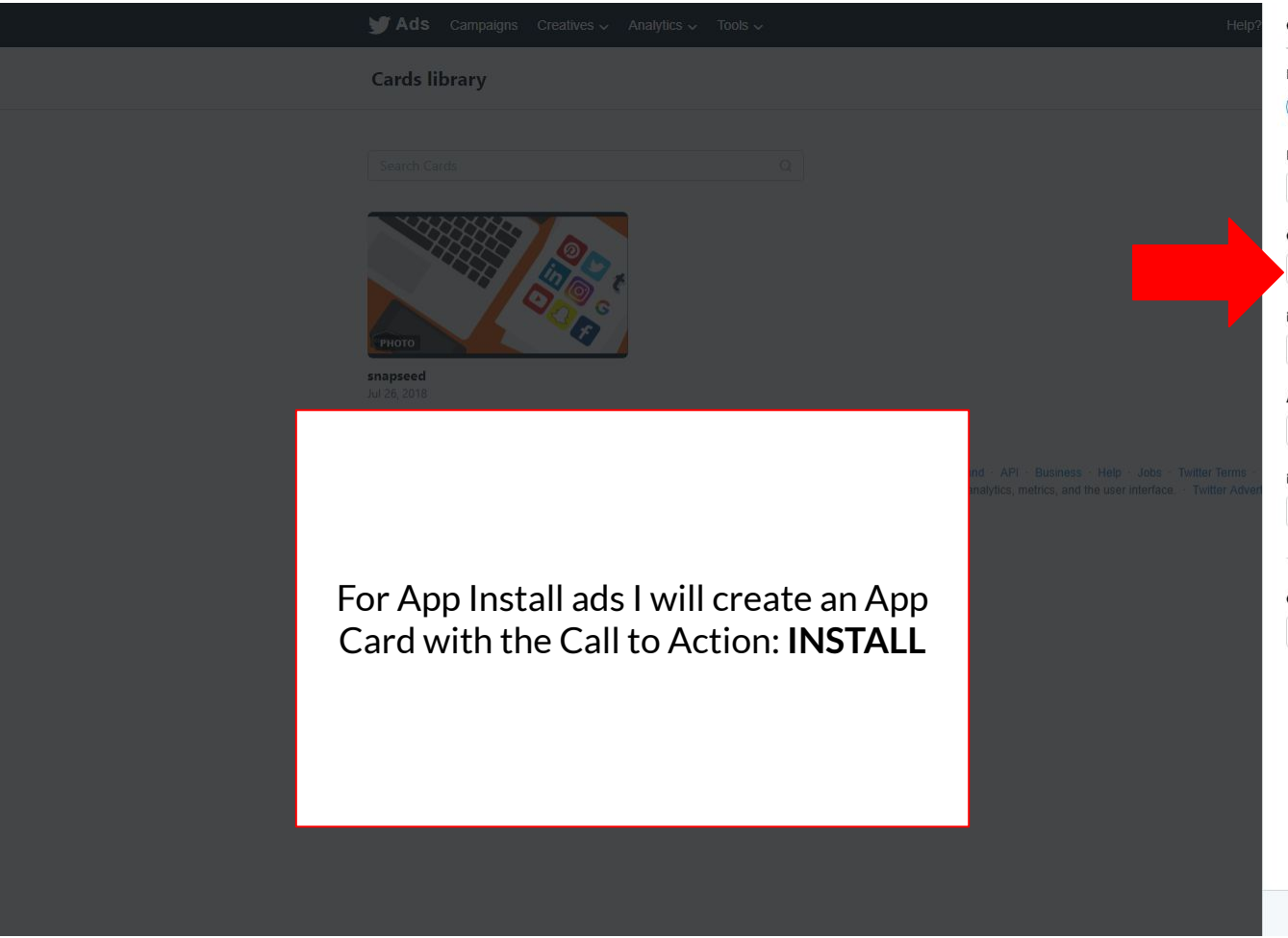
App Re-Engagements

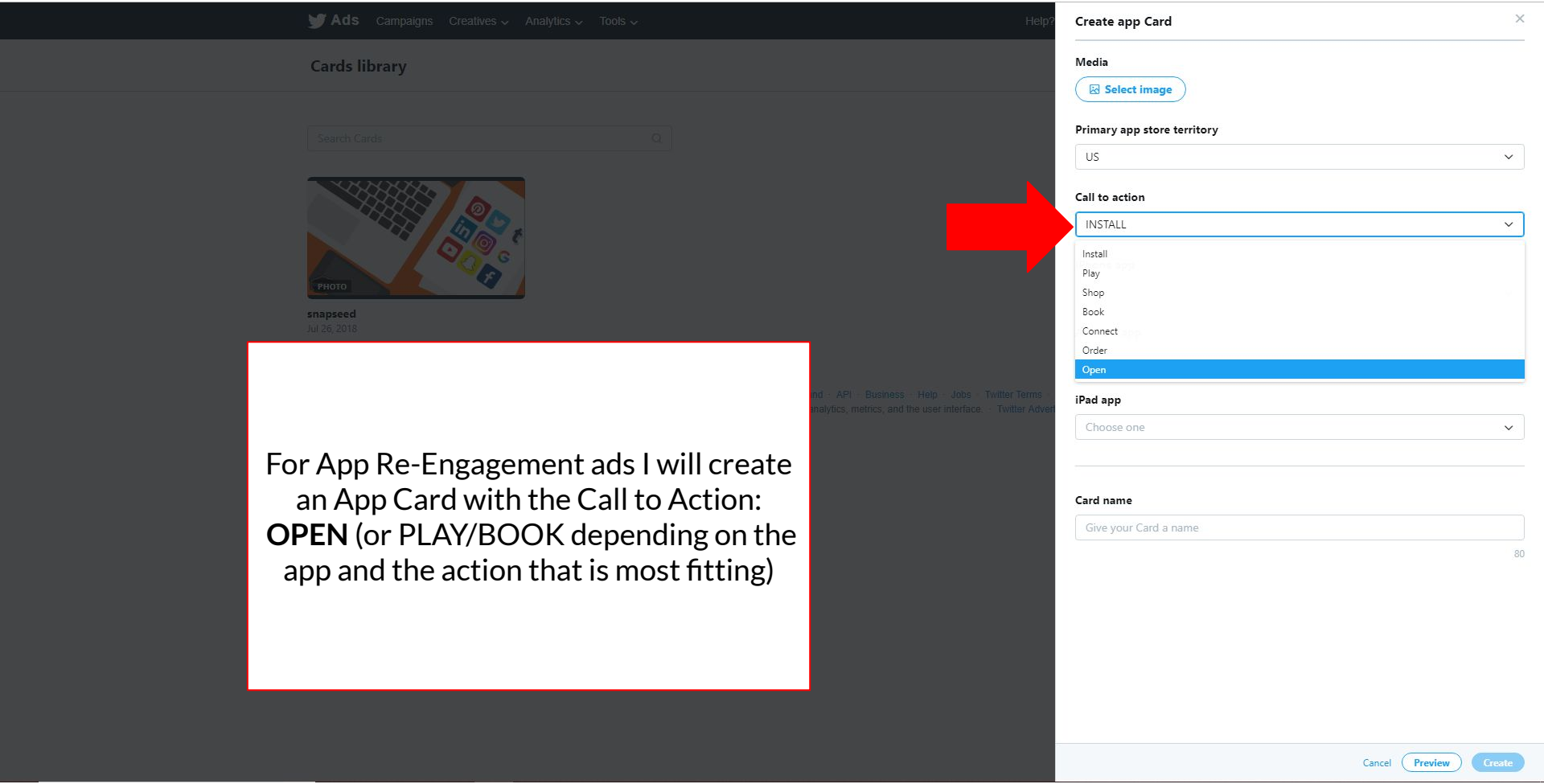
- This ad is for re-engaging audiences (typically existing users) to use your app again.
- You pay for the number of app clicks.



Remember to create your **App Card** first before creating your Twitter App Install or Re-Engagement ad.



For App Install ads I will create an App Card with the Call to Action: **INSTALL**


Ads
Campaigns
Creatives
Analytics
Tools
Help
Cards library
Search Cards
PHOTO
snapseed
Jul 26, 2018
Create app Card
Media
Select image
Primary app store territory
US
Call to action
INSTALL
Install
Play
Shop
Book
Connect
Order
Open
iPad app
Choose one
Card name
Give your Card a name
80
Cancel
Preview
Create
For App Re-Engagement ads I will create an App Card with the Call to Action: **OPEN** (or PLAY/BOOK depending on the app and the action that is most fitting)

Ads Campaigns Creatives Analytics Tools Help? 65735880

CAMPAIGN
Untitled
Objective
Campaign details
AD GROUPS
Untitled
Ad group details
Targeting
Creatives
REVIEW
Campaign review

Ad group details > Targeting > Creatives

Save draft Next

Your audiences

Tailored and flexible audiences

All Search

Target similar people to those in your chosen audiences.

Demographics

Gender

Any gender | Male | Female

Age

All ages

Age range

Locations, languages, technology

All > OS version Search

Other mobile · Browse

iOS devices · Browse

Android devices · Browse

Target people who first used Twitter on a new device or carrier

Target devices connected to Wi-Fi only

Audience features

Audience summary

RECOMMENDED

Defining your own audience is optional. Twitter continuously optimizes your campaign for high performance so providing fewer targeting parameters may improve your results.

Copy ad group

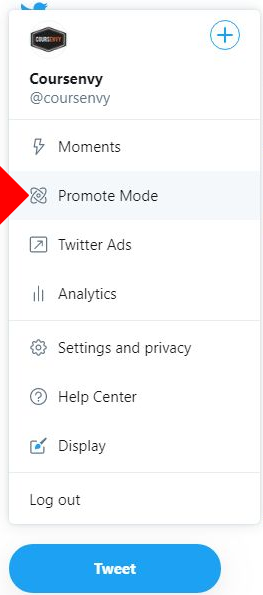
Make sure to only target the correct mobile devices for the type of app you are promoting.

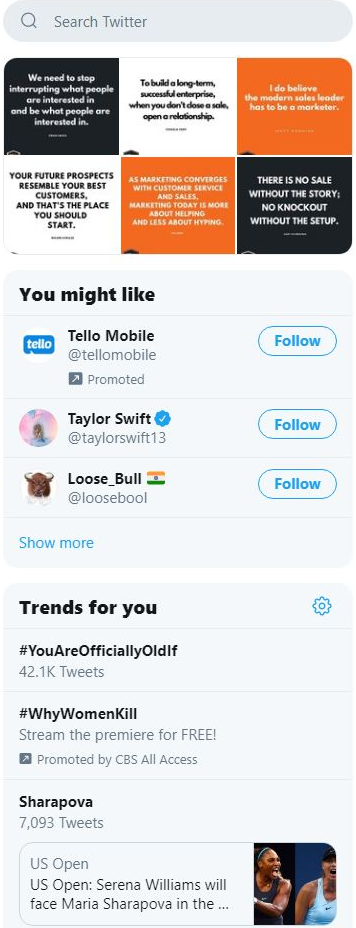
Twitter Promote Mode

Promote Mode

On your Twitter profile, select “More” from your menu.

Select “Promote Mode” from the “More” menu.

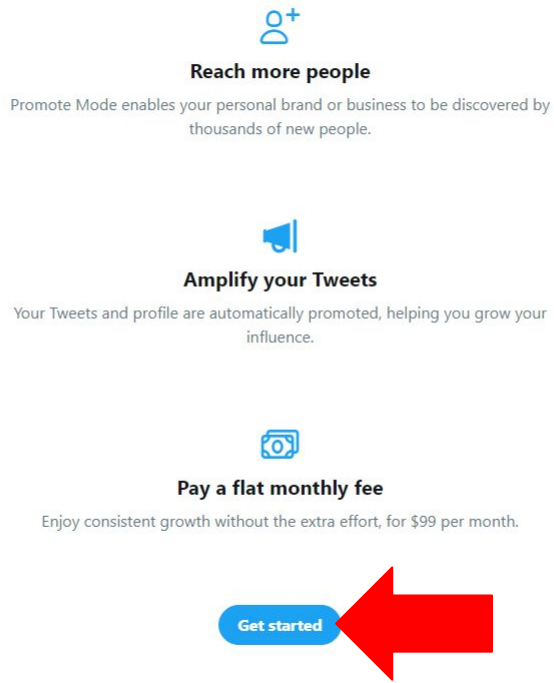



Search Twitter
We need to stop interrupting what people are interested in and be what people are interested in.
To build a long-term, successful enterprise, when you don't close a sale, open a relationship.
I do believe the modern sales leader has to be a marketer.
YOUR FUTURE PROSPECTS RESEMBLE YOUR BEST CUSTOMERS, AND THAT'S THE PLACE YOU SHOULD START.
AS MARKETING CONVERGES WITH CUSTOMER SERVICE AND SALES, MARKETING TODAY IS MORE ABOUT HELPING AND LESS ABOUT HYPING.
THERE IS NO SALE WITHOUT THE STORY; NO KNOCKOUT WITHOUT THE SETUP.
You might like
Tello Mobile
@tellomobile
Promoted
Follow
Taylor Swift
@taylorswift13
Follow
Loose_Bull
@loosebool
Follow
Show more
Trends for you
#YouAreOfficiallyOldIf
42.1K Tweets
#WhyWomenKill
Stream the premiere for FREE!
Promoted by CBS All Access
Sharapova
7,093 Tweets
US Open
US Open: Serena Williams will face Maria Sharapova in the ...

Promote Mode

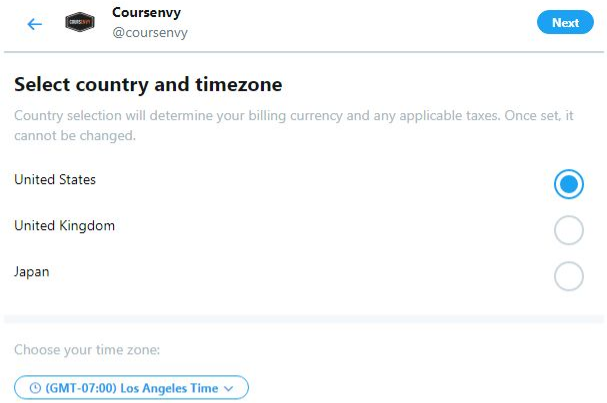
- “Promote Mode” makes promoting everything you Tweet automatic.
- Just sign up and pay a flat monthly fee of $99 to have all your Tweets automatically promoted.
- Instead of managing individual Twitter Ads campaigns yourself, Promote Mode automates the promotion of your Tweets and your ad account for a monthly fee.

PROMOTE MODE FAQ:
https://business.twitter.com/en/help/twitter-promote-mode-help.html


Reach more people
Promote Mode enables your personal brand or business to be discovered by thousands of new people.
Amplify your Tweets
Your Tweets and profile are automatically promoted, helping you grow your influence.
Pay a flat monthly fee
Enjoy consistent growth without the extra effort, for $99 per month.
Get started

Promote Mode

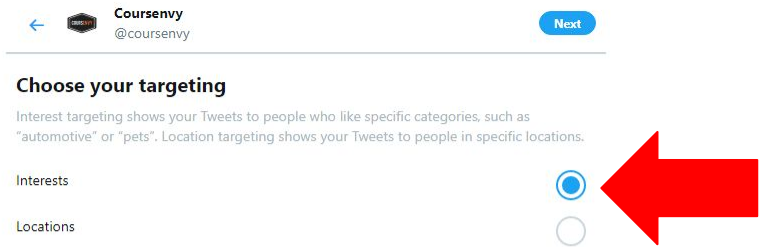
- Promote Mode is currently only available in these countries.



Promote Mode

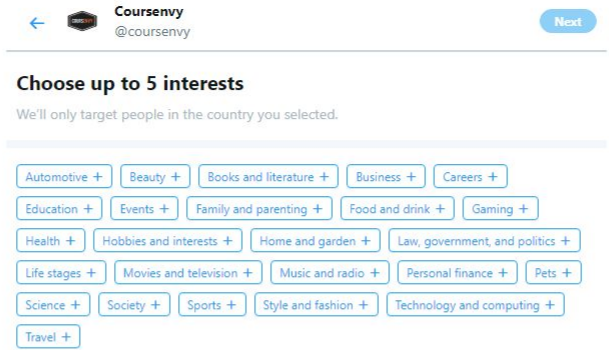
Promote Mode works by promoting your Tweets automatically via the targeting option you select.

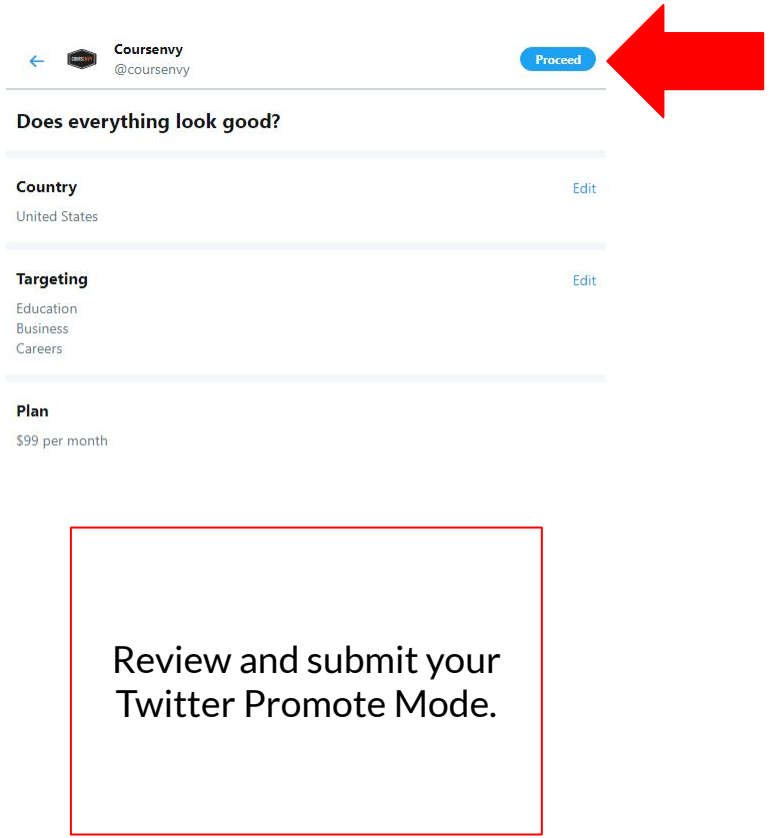
- Interests - Great for online brands in a specific niche or category.
- Locations - Great for local brick and mortar businesses wanting local users to see their Tweets.


Coursenvy
@coursenvy
Next
Choose your targeting
Interest targeting shows your Tweets to people who like specific categories, such as "automotive" or "pets". Location targeting shows your Tweets to people in specific locations.
Interests
Locations

Promote Mode

- Select up to 5 interests relevant to your brand.

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@coursenvy
Proceed
Does everything look good?
Country
Edit
United States
Targeting
Edit
Education
Business
Careers
Plan
$99 per month
Review and submit your Twitter Promote Mode.
I agree that my use of Twitter Promote Mode is subject to the Twitter Promote Mode Beta Program Terms of Service.

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